03 A pure plant world where flowers grow freely:

People trample on the flowers placed on the side of the road, believing that they occupy the public area. It aims to create a free territory between individualism and collectivism, allowing flowers to bloom and wither naturally.

03 INSPIRATION

Whether individualism or collectivism is more important in the lockdown era of the andemic?

The flower shop started out as a shabby sewing shop, and few people paid attention to it.

In 2019, someone rented this small shop and turned it into a flower shop, and placed bouquets of flowers for the month in front of the door, attracting many people to check in and take photos

But this scenery did not last long, because the sidewalk of Middle Huaihai Road was narrower than other roads, and the act of placing bouquets at the door was reported to affect pedestrians' walking and invade their personal space

As a result, many flowers were discarded in garbage cans not far from the florist and destroyed as garbage

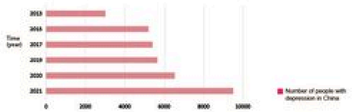
Those who oppose the flowers at the door believe that these flowers and plants invade their personal space, and those who support it believe that they should defer to the public's preferences. In the context of the pandemic, the trade-off between individualism and collectivism is a question that should be considered by all

DATA

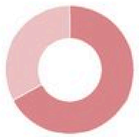
LOCKDOWN/MENTAL HEALITH/ECONOMY

AMONG THE FOUR LARGE-SCALE SURVEYS, MENTAL ILLNESS ACCOUNTED FOR THE HIGHEST PROPORTION

In the existing papers, four large-scale national mental health surveys were recorded, in 1982, 1993, 2001 to 2005, and 2013 to 2015



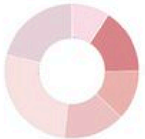
The number of people with depression in China from 2013 to 2021



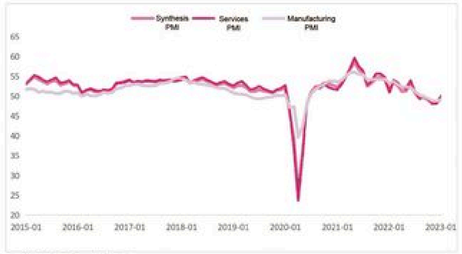
Patient gender

Recurrent conditions

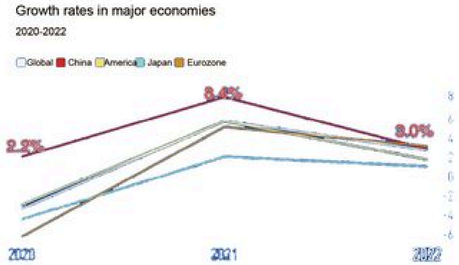
Age of onset



Regions of the world (according to WHO planning number of people with depression)

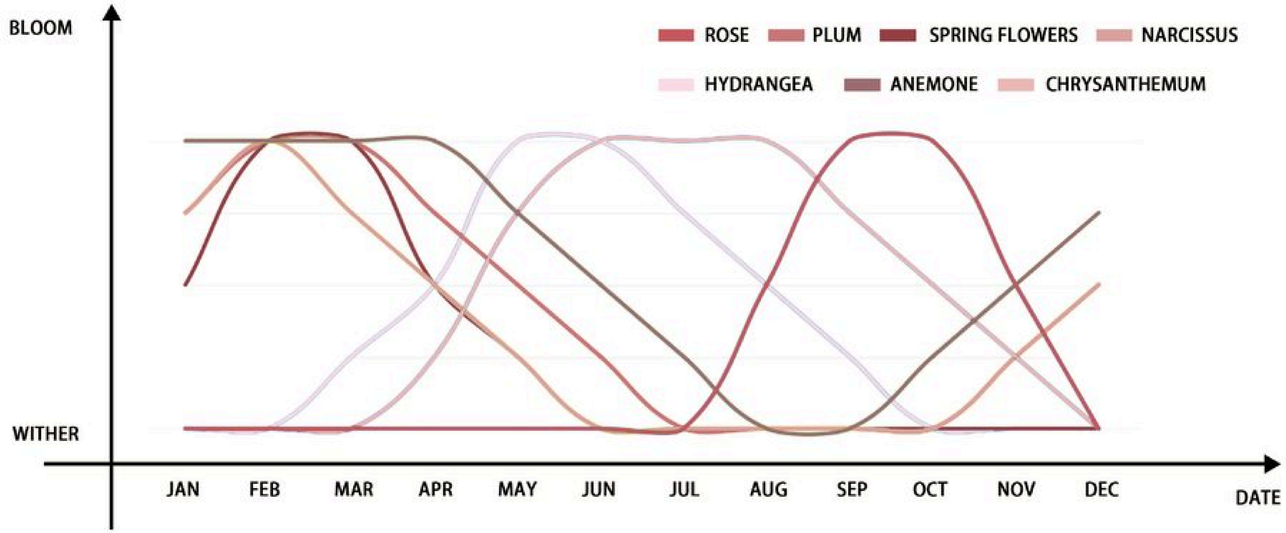


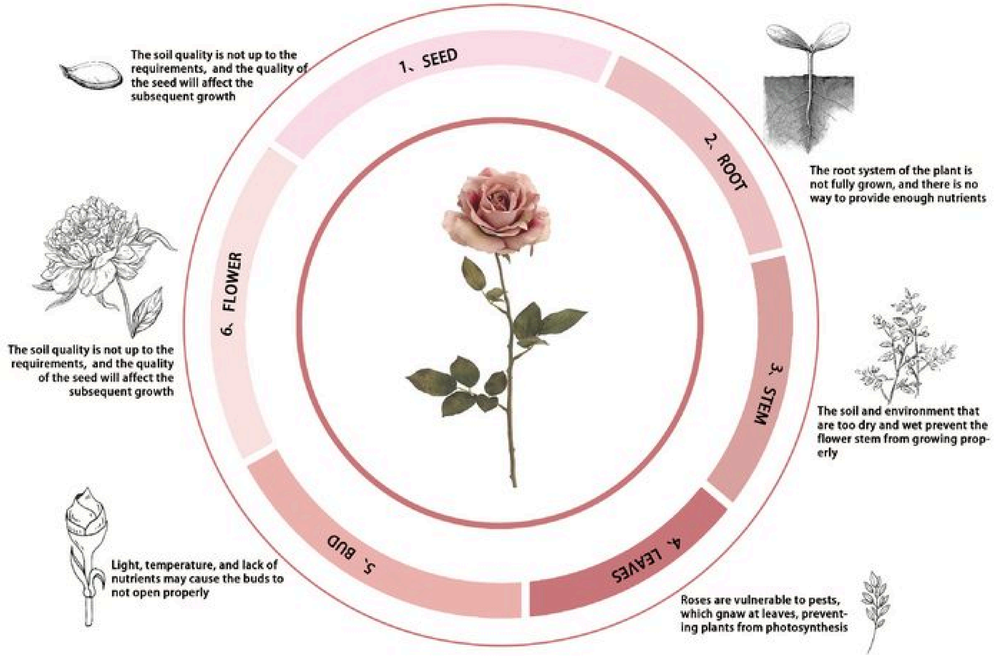
From: Wind、Yicai Research Institute 来源：Wind、第一财经研究院

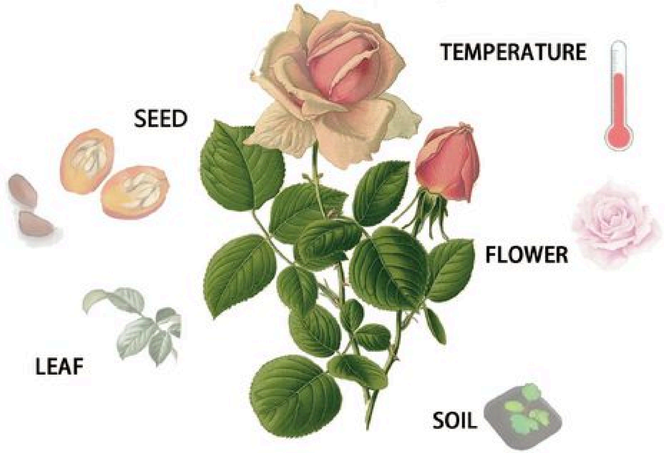


03 DATA ANALYSIS

Some data about flowers, such as the growth cycle as well as the derivatives of flowers







After the flowers are recycled, they can be made into many kinds of derivatives, which are popular among people

03 SITE ANALYSIS

Huaihai Road and its history

1900 宝昌路

1915

Not long after Baochang Road was renamed Xiafei Road (in the 20s of the last century), a large number of Russian overseas Chinese came to Shanghai. When they established themselves in the area of Tilanqiao, they began to move to Xiafei Road, where they opened all kinds of fashionable shops: clothing stores, bakeries, western restaurants, bars, cafes...

1930

1950

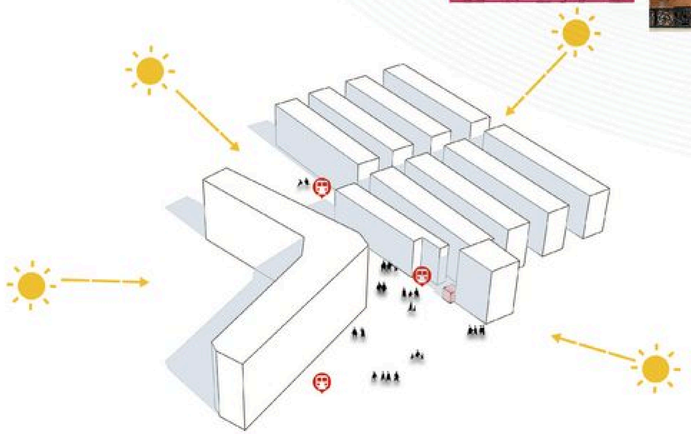
In May 1950, in order to commemorate the victory in the Huaihai Campaign, it was renamed "Huaihai Middle Road". With a total length of about 5.5 kilometers, it is a bustling and elegant street, comparable to the Champs-Élysées in Paris, the Fifth Avenue in New York, Ginza in Tokyo, and Orchard Road in Singapore.

1990

In the 80s of the 20th century, the prosperous atmosphere of Huaihai Middle Road not only did not fade, but became more and more foreign. Shanghai's most high-end hotels, the hottest shops, the most extravagant windows, the best restaurants, the best lifestyle, almost all of them are concentrated here.

2022

Huaihai Middle Road has accompanied Shanghainese for 120 years. In order to adapt to the development of the times, it is also constantly evolving and adjusting, while the classic buildings of the old neighborhood have been protected and developed, a large number of modern buildings have been newly built, gradually replacing small and scattered shops.



uban flower

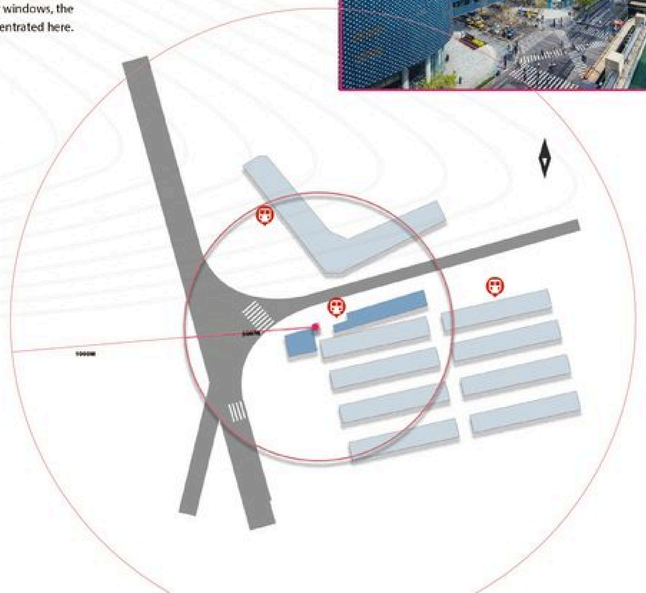
居民楼

商住两用楼（一楼沿街商铺，二楼以上住宅）

主干道

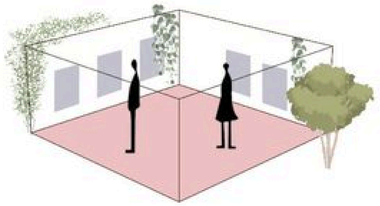
轨道交通地铁站出口

半径500m以内



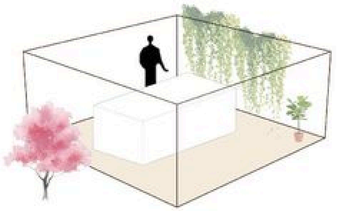
03 FLOOR PLAN

Huaihai Road and its history

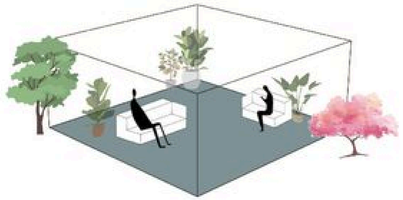


DISPLAY

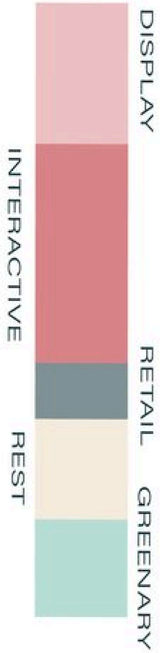
INTERACTIVE

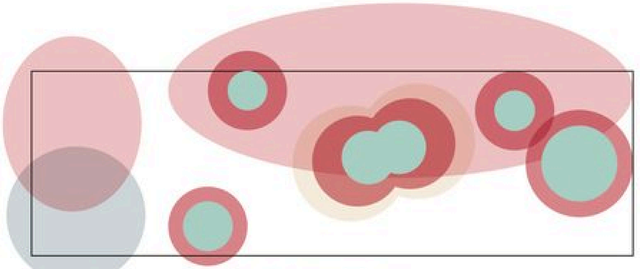


RETAIL

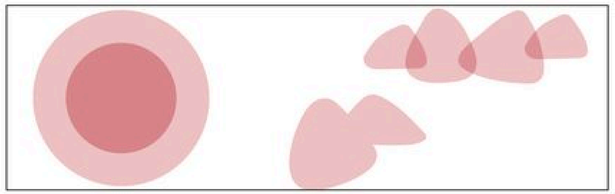


REST



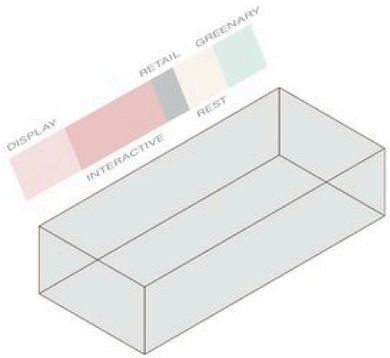


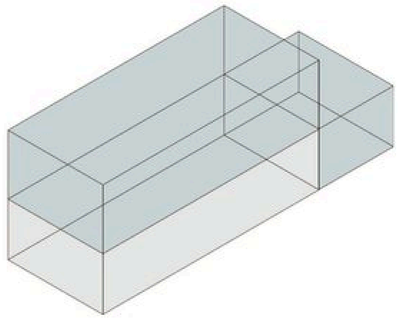
Ground floor

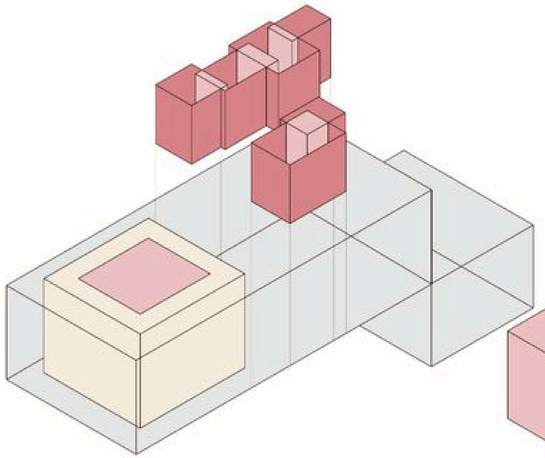


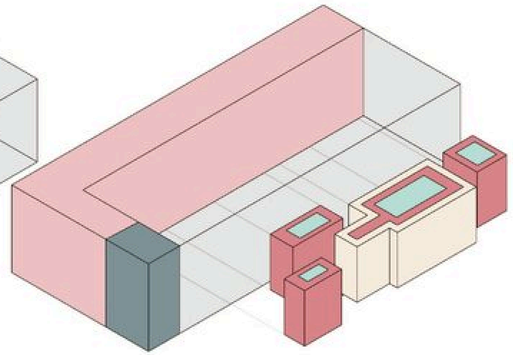
First floor

There are four functional areas and a green planting area in the entire space. It will form a whole floor to form a whole, which can not only have a beautiful viewing ginseng, but also allow customers to make it. Reasonable functional distribution



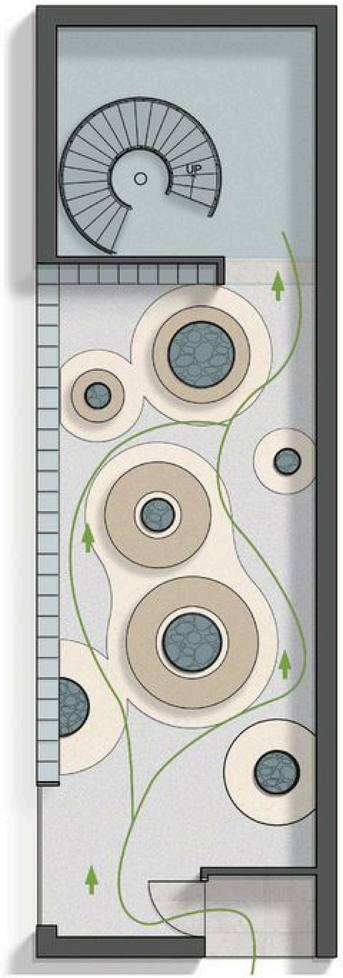




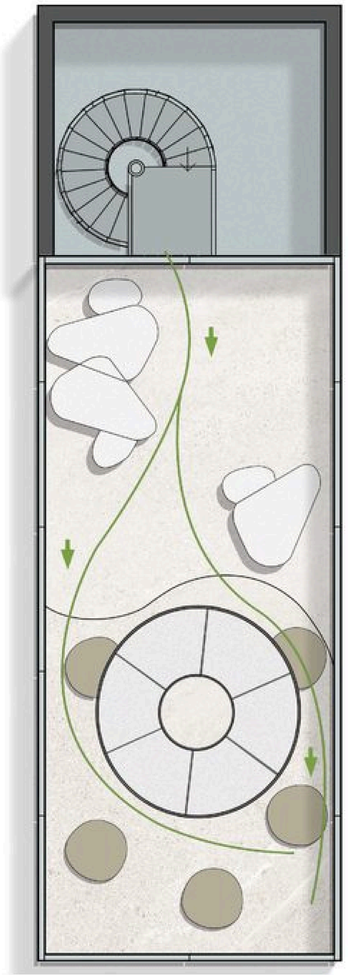


03 FLOOR PLAN

Two-story floor plan and exploded view



SEATING AREA
INTERACTIVE SPACE
GREENARY
DISPLAY WALL
CIRCULATION



PUBLIC AREA
INTERACTIVE SPACE
SEATING AREA
DISPLAY WALL
CIRCULATION

1: 50

03 RENDERING DRAWING

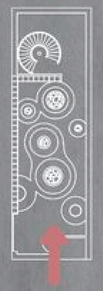
The main entrance of the flower shop has an arched door

On the left side of the door is a transparent window, which can faintly see the layout and device of the facade. The right side is the region of the RETAIL. Customers can check out here to take away their hand -made items.

03 RENDERING DRAWING

The ground floor is a "garden"-like space

The first floor is the area where the experience display is. The main part of the body consists of the structure of several marble circles. In addition, it is transparent glass, which refers to the water source of nourishing plants.
There are seeds of different plants in the glass bricks on the side. Customers can choose seeds, plant their favorite bouquets in the atrium, and wait for the second floor to make DIY production after maturity. Or you can take good -looking photos here to prove that these flowers have come.



03 OVERVIEW

The flower shop in the day time and night time.

DAY

1: 50

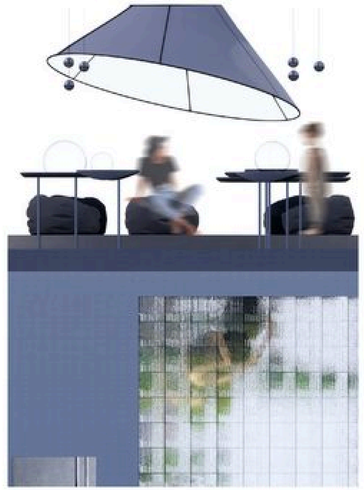
NIGHT

1: 50

03 RANDERING DRAWING

The second floor is a more modern multimedia space

The second floor is an interactive space. Visitors can bring the flowers and seeds on the first floor to the second floor to make derivatives.
In addition, you can also understand the history, growth process, protection measures, and future development through the projection of the dome to learn from the projection of the dome.



03 OVERVIEW

Monolithic cut plane

1: 50