



D E S I G N

INTERIOR ARCHITECTURE

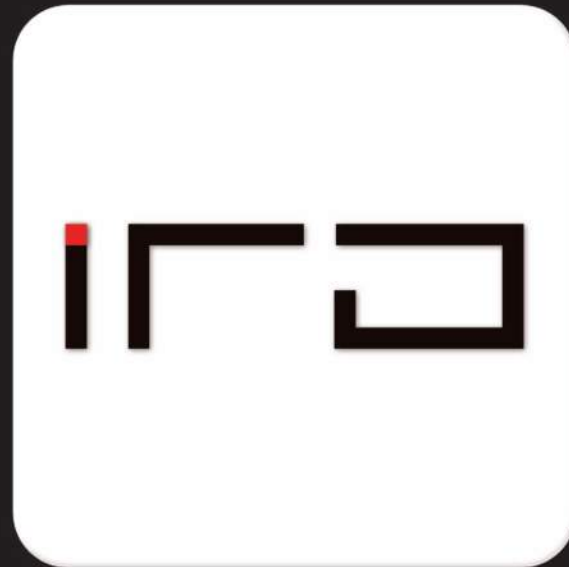
INSPIRED IN DESIGN | DISCIPLINED IN ACTION

in collaboration with



TONGGUANYAO MUSEUM

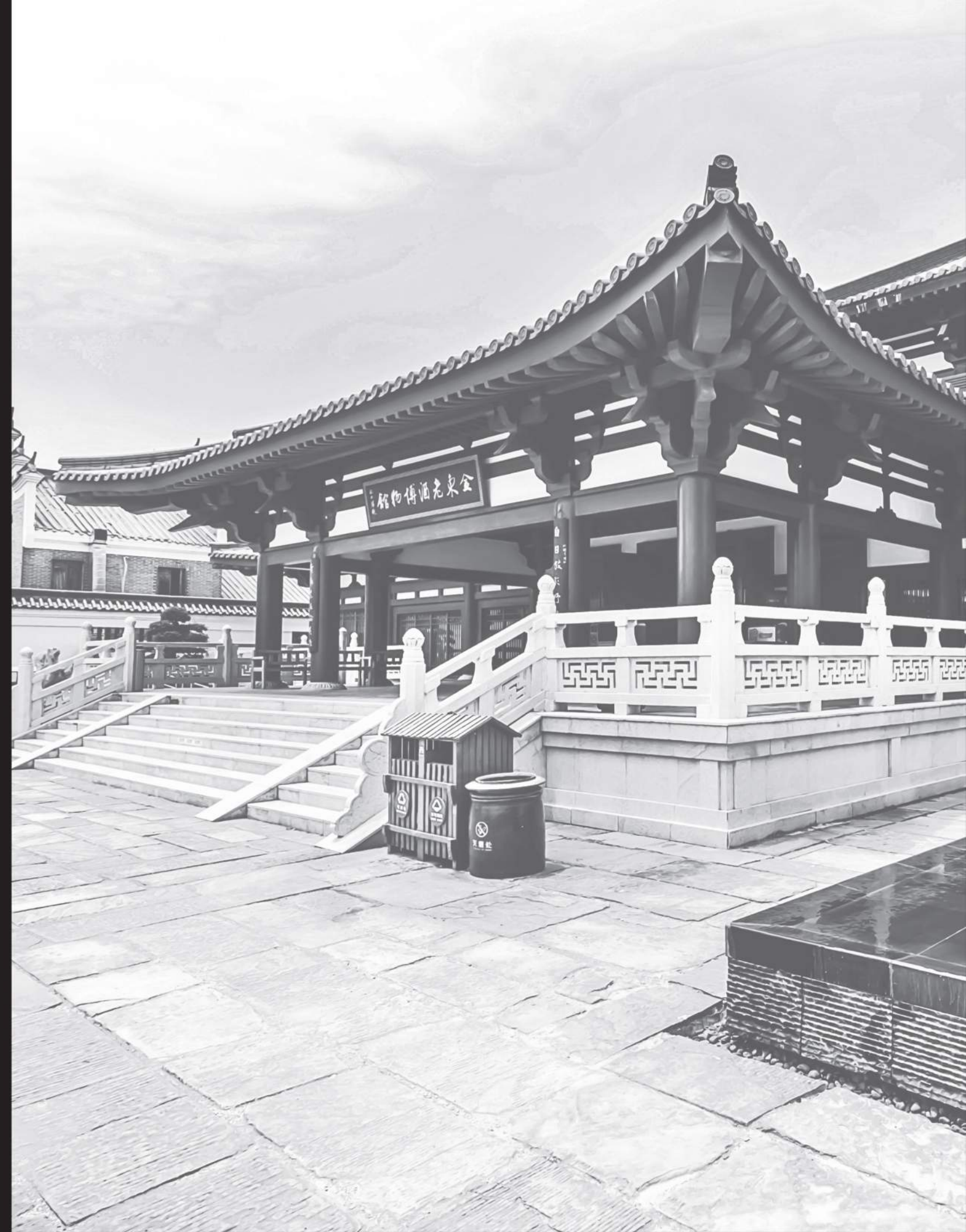
CASE STUDY



INTRODUCTION

For over two decades, **IRD** has created inspired interior design worldwide.

Our design and architectural expertise spans multiple industry sectors and geographies, bringing compelling and unique design solutions into the future. Collaborating with specialists, we bring together the design vision, attention to detail and technical expertise which interior environments to life.





Tongguanyao Old Museum

A NEW HERITAGE

The topic of the museum is **THE TIME** since Time connect people and culture, is related to the history and meanwhile **TIME GIVES VALUE AND TASTE TO THE LIQUOR**.

The path into the Tongguanyao Old Liquor Museum is a journey into the culture of **LIQUOR**, which has both popular and refined characters. The concept of the project is to put together these values that represent contemporary China in the country and in the world.

The idea of creating a new museum has the task of allowing a community to relate to the cultural values expressed by its historical, artistic and anthropological heritage.

The Museum is not a pure container of objects, but rather an institution capable of carrying out the functions of preserving, using and enhancing a cultural asset. In essence, a place for affecting the cultural growth of society as a whole and constituting an amazing educational tool for future generations.

Another important element is the suggestion that the museum becomes an attraction pole, which starts from the assumption that today's consumer is not content with simply "drinking" the liquor product.

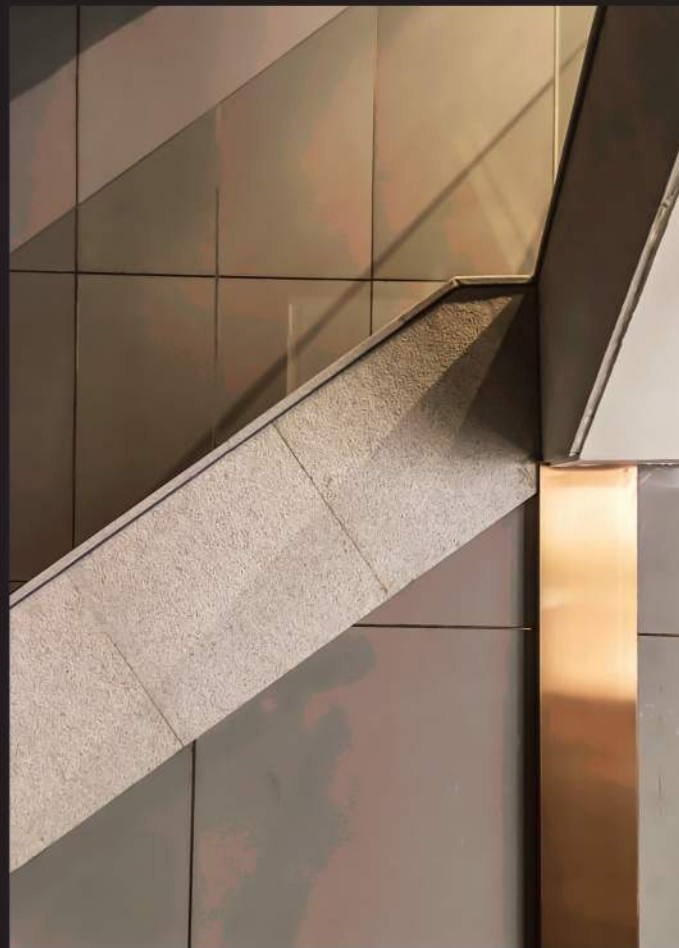
To drive him in this fascinating journey of discovery, we have imagined a visit that intertwines historical, scientific, poetic, artistic, cultural, sensorial, technological, and interactive pathways. The path to the museum is culture, conviviality, tradition, myth and rite, feast, pleasure to be together, warmth and hospitality.

The project must be emotional and emotioning, suitable for everyone and everyone involved. That is why services for very different types of visitors should be provided, from the visit mode for families with children to expert tasting.

VISION

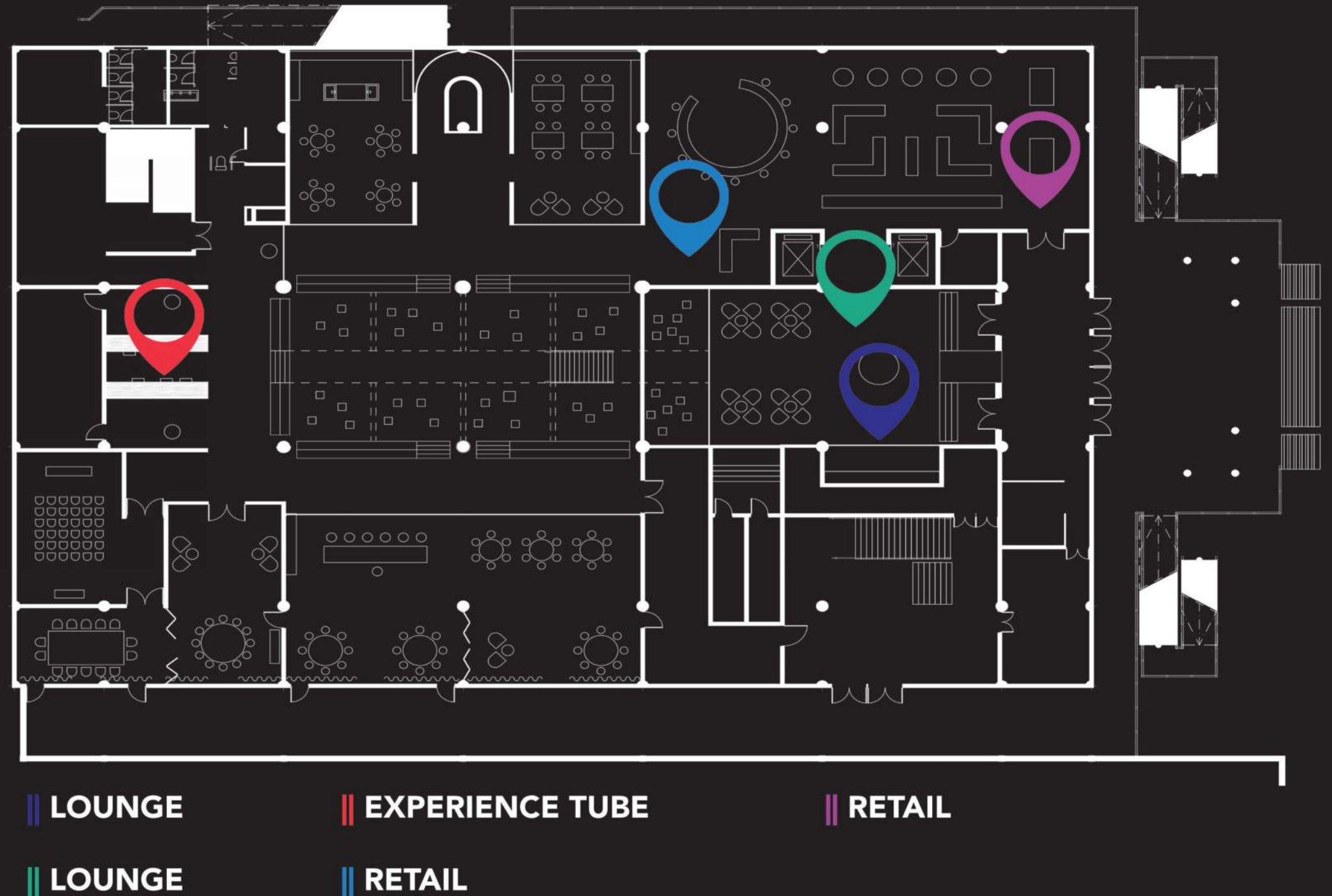


DESIGN



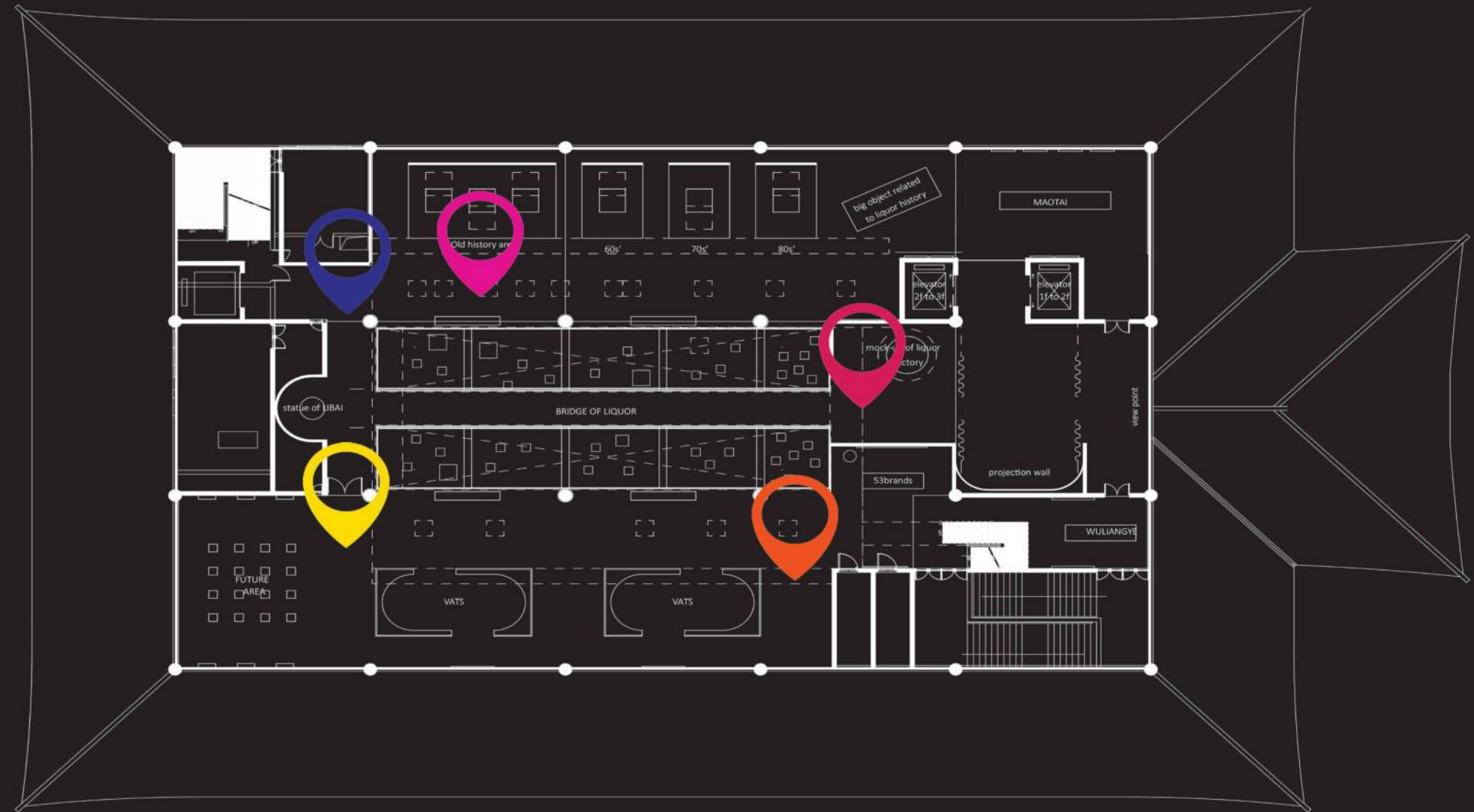
1ST FLOOR

The museum tour starts in the Lobby 1 where there is a first installation devoted to the history of Qu Shui Liu Shang, where visitor can buy the tickets, groups are assembled and where you download the APP to visit the museum. The App is for voting the objects and experiences that you like the most during the visit, then you choose the products that most enjoy and build a personalized profile that ends at the retail area to give him, his personal consumer identity. Before taking the elevator to the second floor, as frontal view, there is the installation of the liquors that represent the best selection of Chinese Baijiu. It is an amazing eyecatching point to start the visit.



2ND FLOOR

The second floor is the exhibition area where visitors can explore and understand how much the culture of liquors has interwoven the popular culture of China.



|| BRIDGE OF LIQUORS

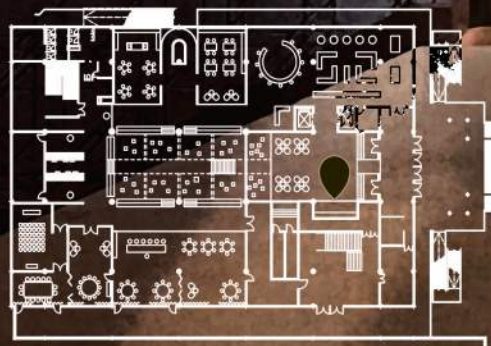
|| HISTORICAL AREA

|| FUTURE AREA

|| STATUE OF LI BAI

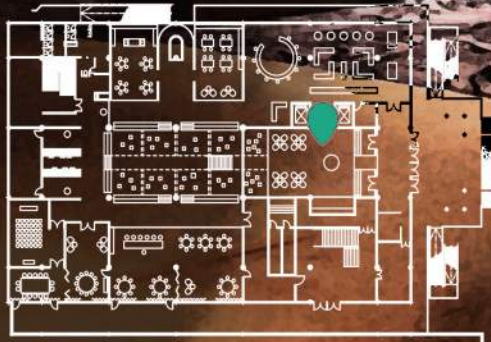
LOUNGE

On the left side of the lobby there is a wall in glass visually connected with the cellar underground.



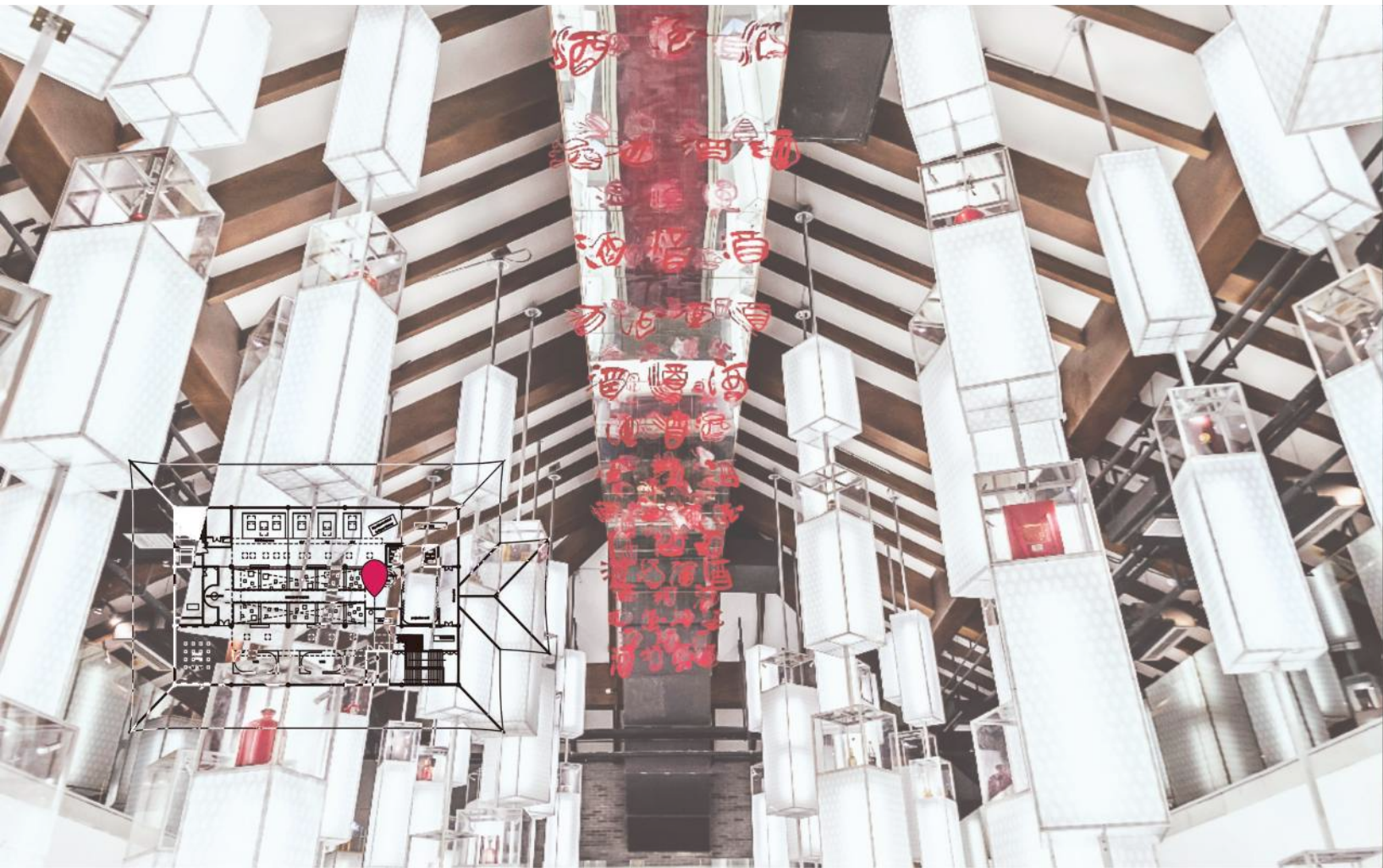
LOUNGE

When visitors enter in the lobby immediately they see the "beating heart" of the museum. Rotating bottles impress on to the visitors the idea that a museum is an alive space.



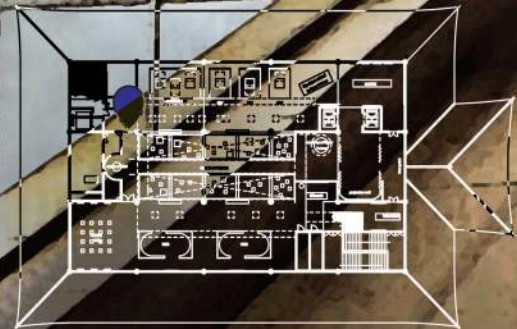
BRIDGE OF LIQUORS

In the central area, called "agorà", there is the bridge of liquors, the heart of museum where the bottles of the various liquors in China can be seen.



STATUE OF LI BAI

The bridge ends to a statue of "Li Bai" and "Su Dongpo" to be introduced in the visit of museum the poems. Here is a selfie point where visitors can take their own picture.





LI BAI

Li Po

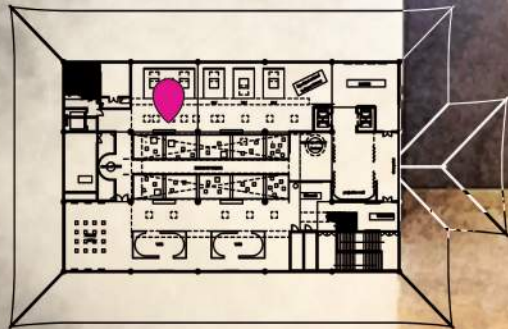
701-762

A Chinese poet of the Tang Dynasty, Li Po (also known as Li Bai, Li Pai, Li T'ai-po, and Li T'ai-pai) was probably born in central Asia and grew up in Sichuan Province. He left home in 725 to wander through the Yangtze River Valley and write poetry. In 742 he was appointed to the Hanlin Academy by Emperor Xuanzong, though he was eventually expelled from court. He then served the Prince of Yun, who led a revolt after the An Lushan Rebellion of 755. Li Po was arrested for treason; after he was pardoned, he again wandered the Yangtze Valley. He was married four times and was friends with the poet Tu Fu.

Li Po wrote occasional verse and poems about his own life. His poetry is known for its clear imagery and conversational tone. His work influenced a number of 20th-century poets, including Ezra Pound and James Wright.

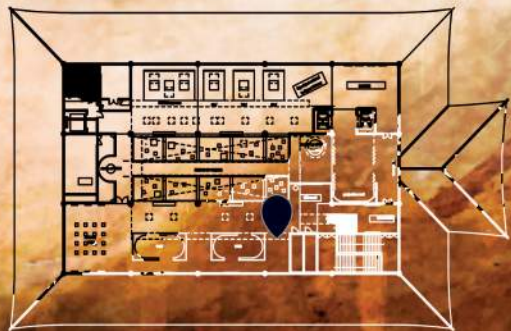
HISTORICAL AREA

The area dedicated to the history and culture that intersects the consumption of liquor to popular culture, to the transformations of the country, to the great events, but also to the everyday life of the people. The path leads to the discovery of liquor in history and art, in food and life, in music and literature, in universal myths and local traditions.



VATS

The central part hosts two pavillions for VATS brand.

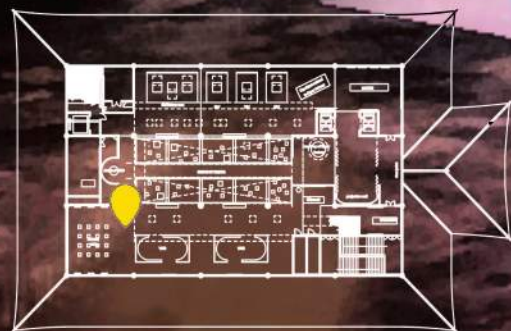




FUTURE AREA

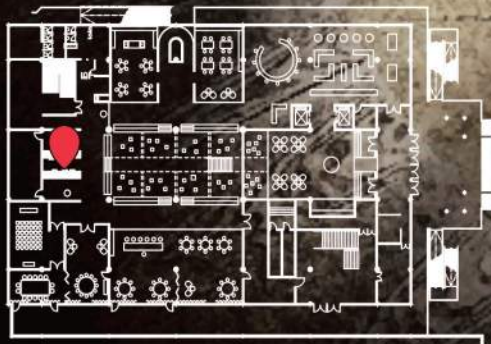
Located at the end of the path, is related to the future. Selected objects and products, that are important in the future, will be exhibited here.

In the meanwhile, on the walls, there are an installation of VIPs that have built -over the time- the history of liquors. The VIPs will "tell" to the visitors, through earphones their visions for the future. A big world map will show the international placement of the chinese liquors.



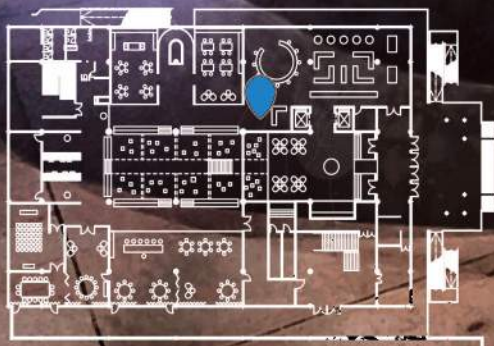
EXPERIENCE TUBE

Visitor goes down and arrives at AGORA which is the pulsating heart of the MUSEUM. There you can admire the bottles displayed, but also have a global view of the MUSEUM's space. It is a magic space where the visitor can also stop to take a rest and dream.



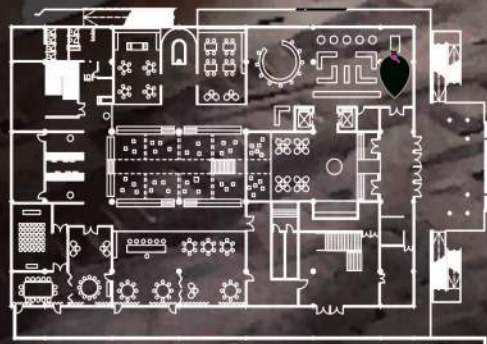
RETAIL

This area before to exit is the retail area devoted to Customers Identity. This area where visitor can download the choices he/she made during the visit, then his/her identity can be driven to buy something, with a special discount.



RETAIL

The retail area is not only for buying liquors but also for books, objects and gift related to the museum.



▪THANK YOU

t: 056 5599696 | 205, Building 02, D3,
Dubai Design District, Dubai, UAE

www.irdesign.co