

杭州阿里巴巴总部展厅 | 概念设计

阿里巴巴总部展厅位于中国杭州，阿里巴巴网络技术有限公司（简称：阿里巴巴集团）于 1999 年在中国杭州创立。HHD 假日东方国际设计集团以“衣食住行+健康文化娱乐+互联网=阿里巴巴商业交易平台 绿色生态产业链”作为阿里巴巴总部展厅的设计理念。

此外，HHD 把该展厅设计为生活公园，并以森林、纽扣、麦场、老房子、万向轮、足球场作为绿色衣食住行的主题贯穿整个展馆的设计。阿里巴巴生活公园展厅用树、丝绸、绿茵、竹、石、足球等最朴素的 DNA，最生活化的形象来表达。不仅完整呈现阿里巴巴集团一直贯彻的绿色生态商业产业链形象，更展现了阿里巴巴集团对顾客生活体验的真切认知。奠定了阿里巴巴的新文化层次高度，以及有效提升了企业的知名度和美誉度。



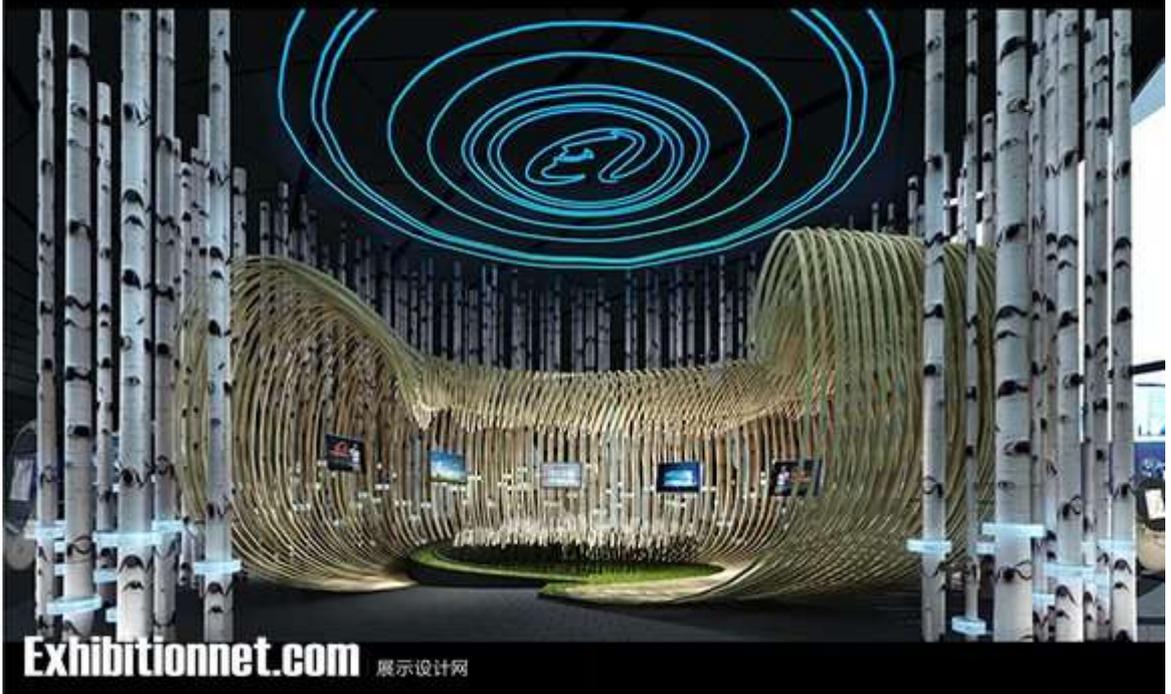


ALIBABA HEADQUARTERS EXHIBITION HALL
| CONCEPTUAL DESIGN

Hangzhou, China
Design Time: 2015

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阿里巴巴總部展廳 | 概念設計



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ALIBABA HEADQUARTERS Exhibition Hall | CONCEPTUAL DESIGN

Alibaba Headquarters exhibition hall is located in Hangzhou, China, and Alibaba Network Technology Co., Ltd. (Alibaba Group) was founded in 1999 in Hangzhou, China. HHD East Holiday International Design Group used "basic necessities of life + Internet + business trading platform Alibaba green eco-industrial chain" as Alibaba Headquarters exhibition design.

In addition, HHD designed the exhibition hall as the life park, and forest, buttons, wheat fields, old houses, ocean, soccer field as a green basic necessities park design theme throughout. The Alibaba Life Park Exhibition Hall combined with the most simple DNA, tree, silk, green, bamboo, stone, water, etc., and used images of life to express the design theme. HHD design not only completely presented that Alibaba Group always implemented green ecological industrial chain business strategy, but also showed the Alibaba Group real awareness of customer life experience. Alibaba had the new culture level bright and effectively enhances the company's stability and reputation.

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Alibaba Headquarters Exhibition Hall
| Conceptual Design

Hang Zhou CHINA

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