

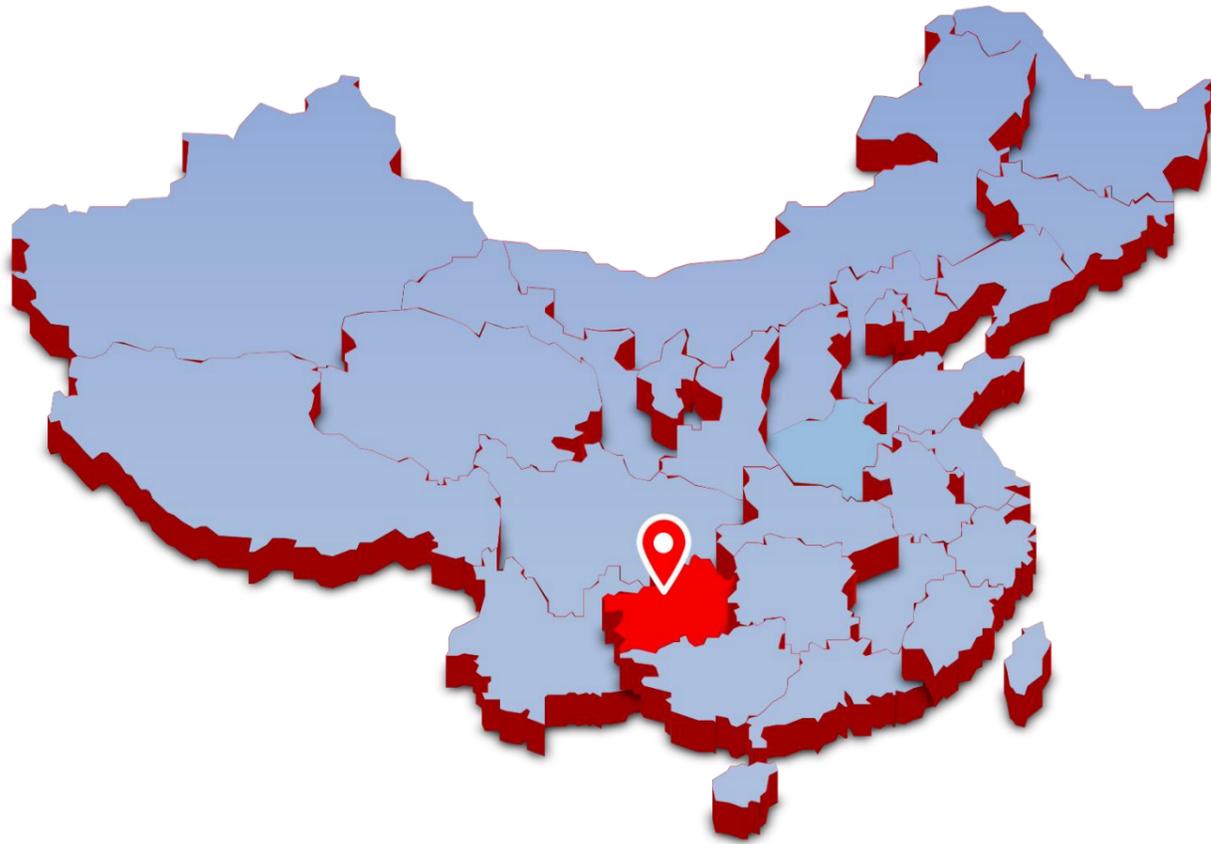
The west square of Guiyang North Railway Station.

Media supporting construction plan

A decorative graphic consisting of multiple overlapping, wavy lines that create a sense of motion and depth. The lines transition in color from a bright blue on the left, through purple and magenta in the center, to a warm red and orange on the right. The lines are most concentrated in the middle and fade out towards the edges.

Media Supporting Construction For Guiyang North Station West Square

Project Background and Description



- Since the operation of Guiyang North Station for several years, most of the directional signs and media facilities have suffered varying degrees of damage and deterioration. Improving various service functions, upgrading related facilities, and enhancing the attractive image will effectively contribute to the implementation of the three major strategic actions: poverty alleviation, big data, and ecological development. It will also play a role in "creating a colorful future for Guizhou."

- Today, Guizhou has entered an era of high-speed transportation, embraced the era of big data, ushered in the era of mass tourism, and is moving towards a new era of ecological civilization. Guizhou is once again at a new historical starting point, and the call to "create a colorful future for Guizhou" is ringing!
- Guizhou North Station is located in Guiyang, the capital city of Guizhou province. It is the core station of Guizhou's high-speed rail network and the largest comprehensive railway transportation hub in the southwest of China. Since its official operation on December 26, 2014, it has become one of China's important high-speed rail hub stations. It plays a crucial role in showcasing Guiyang and even Guizhou's external image, demonstrating the achievements of Guiyang's ecological civilization city construction, and with its high standards of construction and excellent operational service levels, it has become a significant gateway to the southwest region and a landmark of Guiyang city.



The objective of this case is:

Create new media facilities to enhance the overall image, create a favorable atmosphere and help service development

Enhancing attractiveness, competitiveness and carrying power

systematic thinking

Integrated planning leads to overall layout and implementation

serialized equipment

Integrated planning leads to overall layout and implementation

Systematic deployment

Combination of above and below ground, configured to suit local conditions

clear-cut theme

Throughout the "colorful Guizhou" concept, to create a colorful atmosphere

Overall consistency

Through VIS image thinking, color and style unity and coordination

Top quality

High standard of material process technology for ease of use and upgrading





Station Main Building - Wall Full Color LED Screen Facing West Plaza (specifications and technical parameters to be determined)



- Adopting the ultra-thin new lightweight full-color LED screen as the core of the square's information release to enhance the bright image and atmosphere of the square.
- Utilizing the existing structure to install, neat and atmospheric, the outer frame and the structure of the outer wall structure is consistent with the entire station building as a whole.

Before advertisement space was built (status quo)



Before advertisement space was built (status quo) (specifications and technical parameters to be determined)



·Replacement of the short lamp post with the existing high lamp post of the same type in the plaza, high-grade atmosphere, and comprehensively enhance the overall image and atmosphere of the plaza

Matching large integrated easy-to-change light box, easy to use, durable, first-class quality

Before advertisement space was built (status quo)



Rooftop light boxes facing the left side of the Guiyang Station building are in order:

A、 30.8mX2.3m(H) B、 15.4mX2.3m(H)

C、 20.9mX2.3m(H) D、 15.4mX2.3m(H)

E、 15.4mX2.3m(H)

West Plaza - Powerhouse Exterior Landscaping Lightboxes

(specifications and technical parameters to be determined)

Matching aluminum pallets of the same color to make up for the messy wall of the electric room, beautify the appearance of the structure, and enhance the overall image and atmosphere of the square.

Adopting SPACE's national patented easy-to-change painting structure, high-grade atmosphere, easy to use and durable.



Before advertisement space was built (status quo)



Landing guide signs:
4.1m (H) X1.2m(W)

West Plaza - Floor standing signage

(specifications and technical parameters to be determined)

Reflecting the theme of "Colorful Guizhou", unifying colorful icons and strengthening colorful regional identification configuration.

Overall consistency with the image of the plaza's surface and underground facilities.

Maps and advertising spaces correspond to adult eye level, making it easy for the public to navigate information



Before advertisement space was built (status quo)

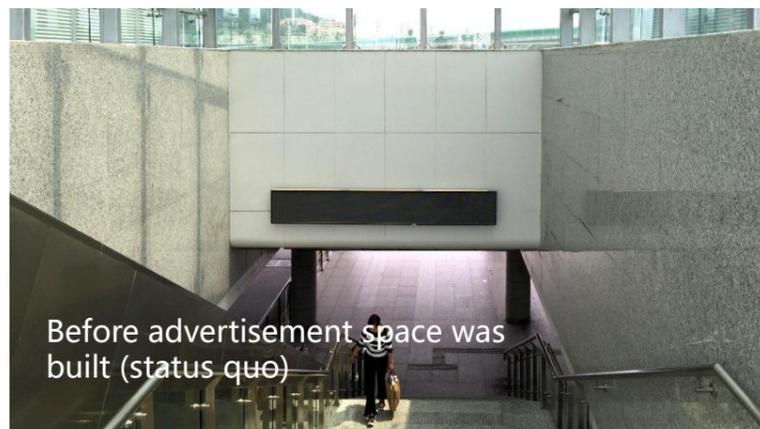


Ground Floor Pedestrian Entrance - Light box for signage + advertising

(specifications and technical parameters to be determined)

Integration of signage and advertisements to improve the ambience while taking into account the convenience function.

The use of shades of gray and colorful icons with the overall consistency of the image of the plaza ground and underground facilities



Before advertisement space was built (status quo)

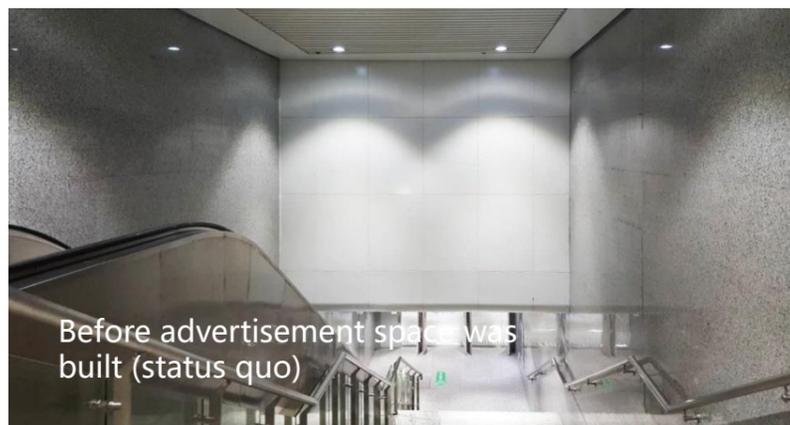


Ground Floor Pedestrian Entrance - Light box for signage + advertising

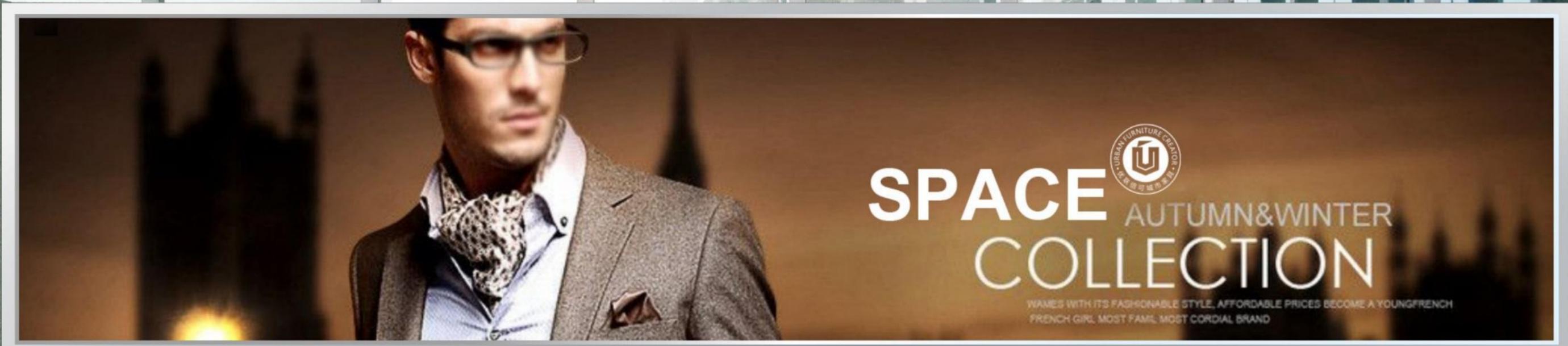
(specifications and technical parameters to be determined)

Integration of signage and advertisements to improve the environment and at the same time to take into account the function of convenience.

The use of shades of gray and colorful icons to maintain overall consistency with the image of the plaza's surface and underground facilities



Before advertisement space was built (status quo)

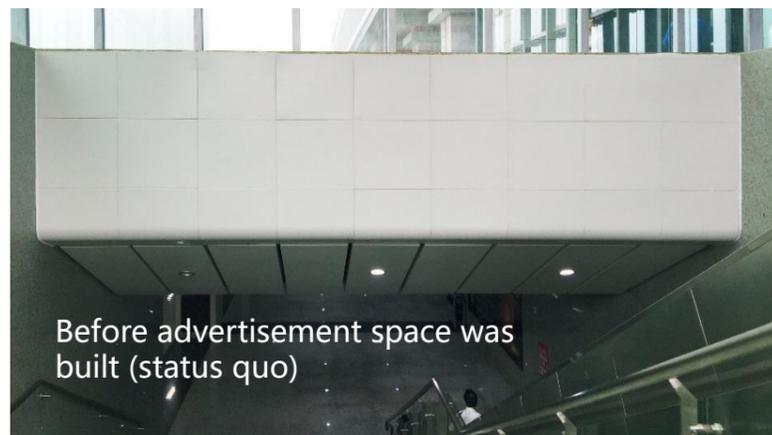


Basement Pedestrian Entrance - Cabinet Light Boxes

(specifications and technical parameters to be determined)

Improved ambience and a more modern and atmospheric feel to the entrances and exits

The use of shades of gray and colorful icons to maintain overall consistency with the image of the plaza's surface and underground facilities



Before advertisement space was built (status quo)



Basement Vehicle Entrance and Exit - Signage + Advertising 2-in-1 Cabling Light Boxes

(specifications and technical parameters to be determined)

Integration of signs and advertisements to improve the ambience and warnings at the same time. Adoption of shades of gray and colorful icons to maintain overall consistency with the image of the plaza's ground level and underground facilities.

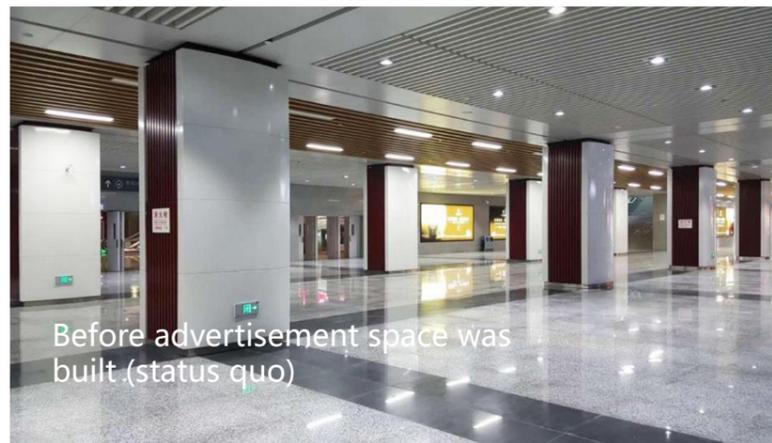




Basement Access Pillar - Acrylic Covered Light Boxes

(specifications and technical parameters to be determined)

Adopting ultra-thin easy-to-change painting structure, high grade and good effect, and keep the overall consistency with the image of the plaza ground and underground facilities. Clean and high-grade acrylic cover protects the picture and enhances the environmental ambience.



Before advertisement space was built (status quo)



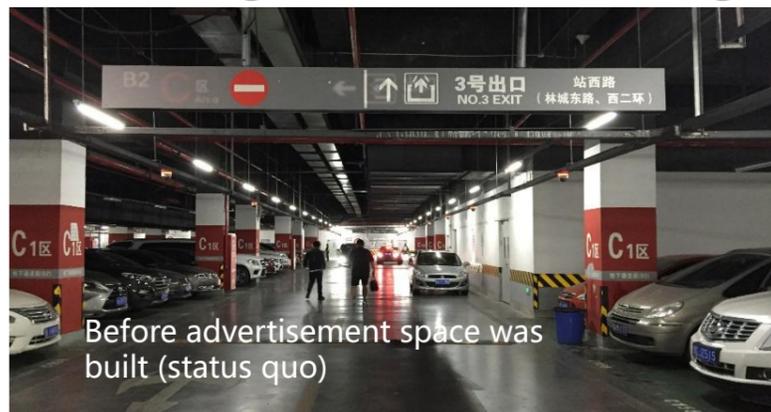
4mX0.5m(H)

Underground Parking Lot - LCD Information Screen 2-in-1 Signage

(specifications and technical parameters to be determined)

While upgrading the overall grade, it also strengthens the functions of convenience, reminder and advertisement information release.

Uniformly adopting high-grade dark gray and colorful icons to keep the overall consistency with the image of the plaza's ground and underground facilities.



Before advertisement space was built (status quo)



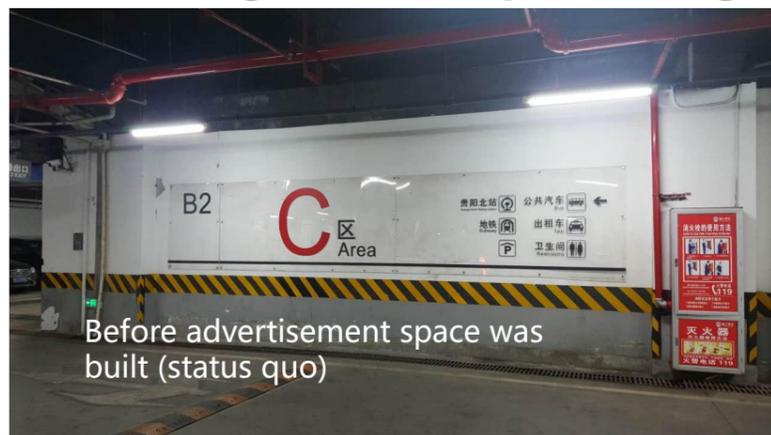
5.8mX1.5m(H)

Underground parking lot - 2-in-1 wall light box for signage + advertising

(specifications and technical parameters to be determined)

Integration of signs and advertisements to beautify the functionality of the signs and enhance the beauty of the environment.

Uniformly adopting high-grade dark gray and colorful icons to keep the overall consistency with the image of the plaza's ground and underground facilities.

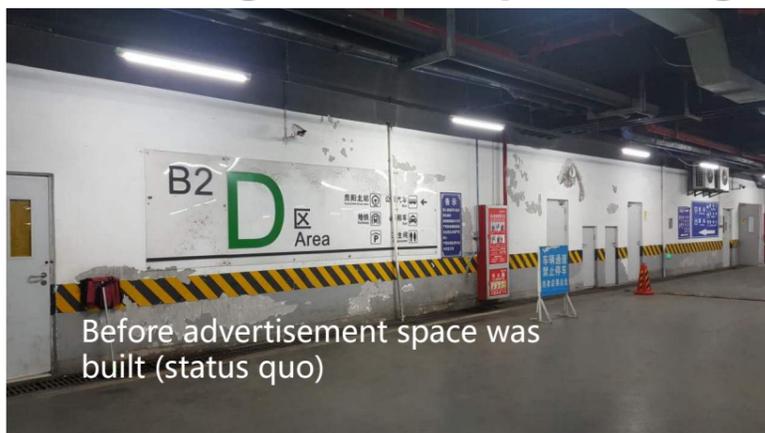


Before advertisement space was built (status quo)



9mX1.5m(H)

Underground parking lot - 2-in-1 wall light box for signage + advertising



(specifications and technical parameters to be determined)

Integration of signs and advertisements to beautify the functionality of the signs and enhance the beauty of the environment.

Uniformly adopting high-grade dark gray and colorful icons to keep the overall consistency with the image of the plaza's ground and underground facilities.

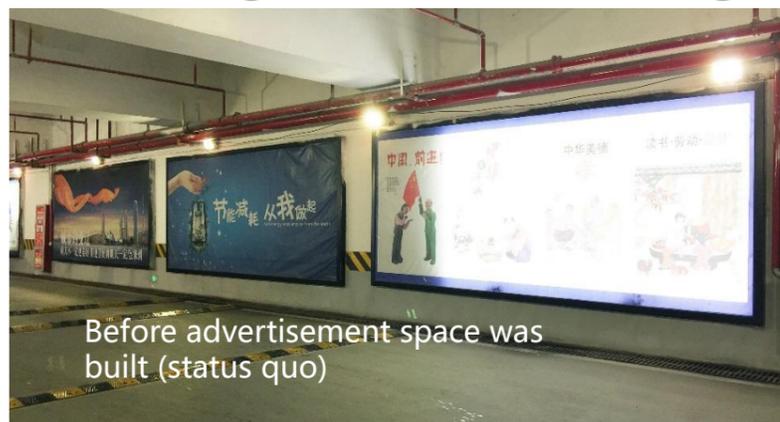


Underground Parking Lot - Wall Mounted Fabric Light Box

(specifications and technical parameters to be determined)

Adopting ultra-thin easy-to-change painting structure with high grade and good effect, which improves the brightness of the environment and also creates a beautiful environmental atmosphere.

Unified use of high-grade dark gray frame, and the image of the plaza ground and underground facilities to maintain overall consistency



Before advertisement space was built (status quo)



A, (Side 1.03m + Front 0.8m) X1.3m(H)
 B, (Side 1.77m + Front 0.84m) X1.3m(H)

Underground Parking Lot - Two-in-one Pillar Light Box for Signage + Advertising

(specifications and technical parameters to be determined)

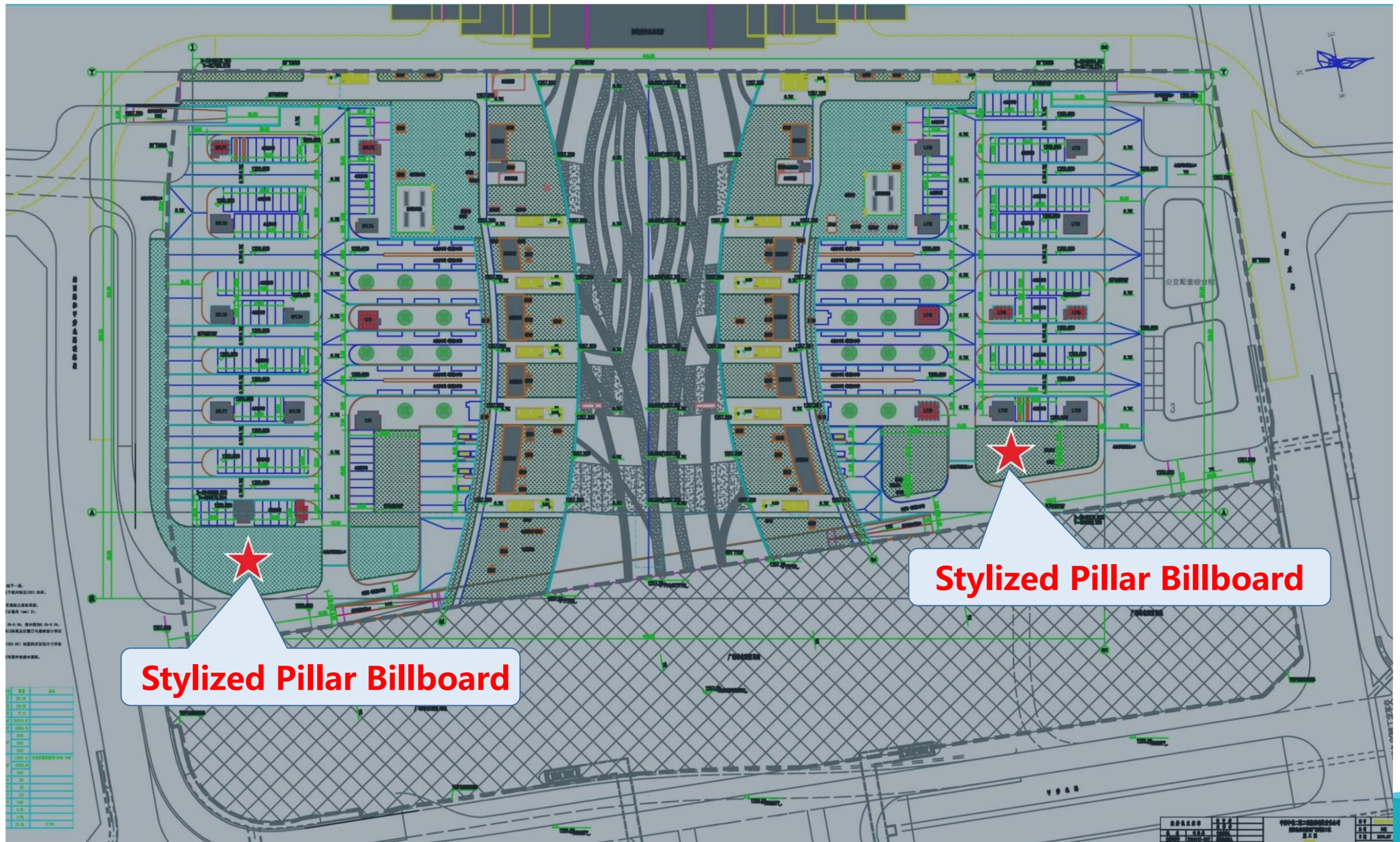
Enhanced colorized area identification function, and the image of the square ground and underground facilities to maintain overall consistency

Ultra-thin design, easy to operate, set at intervals, in order to improve the brightness of the ambient light at the same time also create a beautiful environmental atmosphere



Before advertisement space was built (status quo)

Both sides of the West Plaza - Moulded Pillar Billboard - Layout Diagram





Both Sides of the West Plaza - Illuminated Pillar Billboard - Option 01

- SPACE-Unibelco City Furniture Patented Lighting "Blooming" Theme Design (Patent No. 201630376901.0)
- LED lighting combined with phantom light ball, the whole presents the beautiful effect of open arms blooming, implying the prosperity and colorful blooming of Guizhou.
- The structure and frame are in light and dark gray, which is consistent with the image of the ground and underground facilities of the square.



Both Sides of the West Plaza - Illuminated Pillar Billboards - Option 02

- SPACE-Unibelco City Furniture Patent Lighting "Prime" Theme Design (Patent No.: 201630376911.4)

The overall LED lighting presents a colorful blooming effect, implying that your state is colorful and wonderful.

- The structure and frame adopts light and dark gray, which is consistent with the image of the ground and underground facilities of the square.

THE END

Thank You

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