

REFLECTING TREND

Season after season, new trends are created. How can we keep the fast pace of creative industry? Anything made new, too early will be outdated.

Space for trend is made to enhance and embrace all fashions and creations changing through the future seasons.

Two tools are employed to achieve this space:

-REFLECTION: the architecture is the ever changing image of the current trend. As the new creations will walk on its side, it will dance back the spectacle of the dynamic Metro stations.

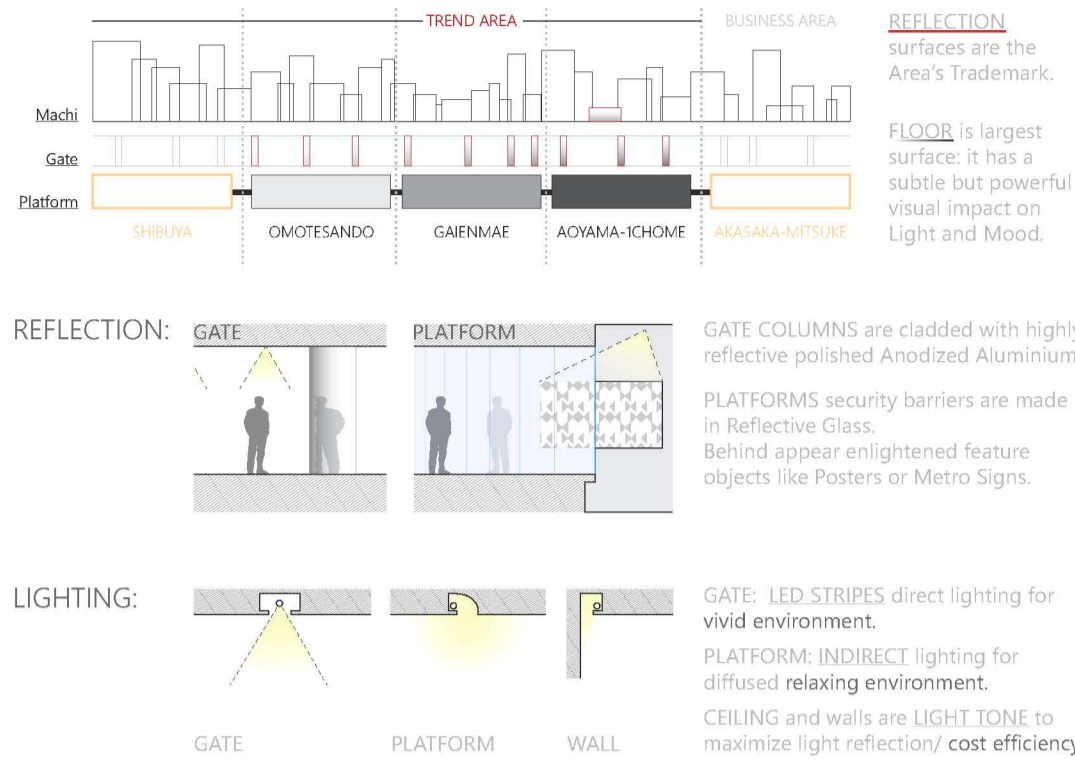
-BACKGROUND: like the canvas in a photo studio, a neutral background is that silent helper which permit all subjects to appear distinct and clear to the visitor's eye.

MASTERPLAN:

Area Identity - Town Ambience

- All Gate Areas are marked by similar Mirror Feature Columns with strong visual impact, bonding all stations of the Trend Area with a Common Identity.

-Each station character is expressed as Spatial Ambience. Gradation of Stone Floor Tonality links the three stations into a journey.



Aoyama Itchome Station feature the mirror metal cladding to stand as Urban Landmark, a gate to the Trend Area.

OMOTESANDO

"I stepped down the stairs after shopping in Omotesando street, it was a joyful atmosphere on the streets a great mix of Japanese people and tourist from all over the world. Entering the Station ticket area I still have the same feeling of wonder and discovery of the fashionable shops I have just visited. People's movement is so intense, though there is a sense of harmony of those bodies and clothes moving around. Advertisement, people and seems to merge together into this mirror surfaces.

When I passed the ticket gate, I could relax waiting the train under the diffused light of the platform, a moment of pause and rest before next destination."



GATE

Full height glass wall encloses the platform waiting area, filtering noise and wind. A degree of reflection hides the tunnel, showing instead the Advertisement and Metro Signs. Waiting the train at the platform, a relaxing experience.



PLATFORM

GAIENMAE

"I arrive in the morning, everyday around 10 am. It is not so crowded at that time during weekdays, so I head to work fairly quickly. There is moment I experience almost everyday when I pass the gate area of Gaienmae Eki: when I walk in the grey room, light is reflected softer on the stone of the floor or the metal columns. In that neutral space I can find a sort of blank mind condition, it reminds me of a Japanese ancient feeling. That is the start of the working day for me, that kind of neutral emptiness is starting point for my daily creation work.

At night, on the way back home, my eyes will fall inadvertently on that old steel column, it's maybe 100 years old? Though it is still here, serving us."



GATE

Being Ginza Line the oldest in Asia, its building elements witness that old age. SPOT LIGHT directed on such characteristic building parts, let them appear as SCENOGRAPHIC ELEMENTS bringing an environment of mixed ANTIQUE and CONTEMPORARY.



PLATFORM

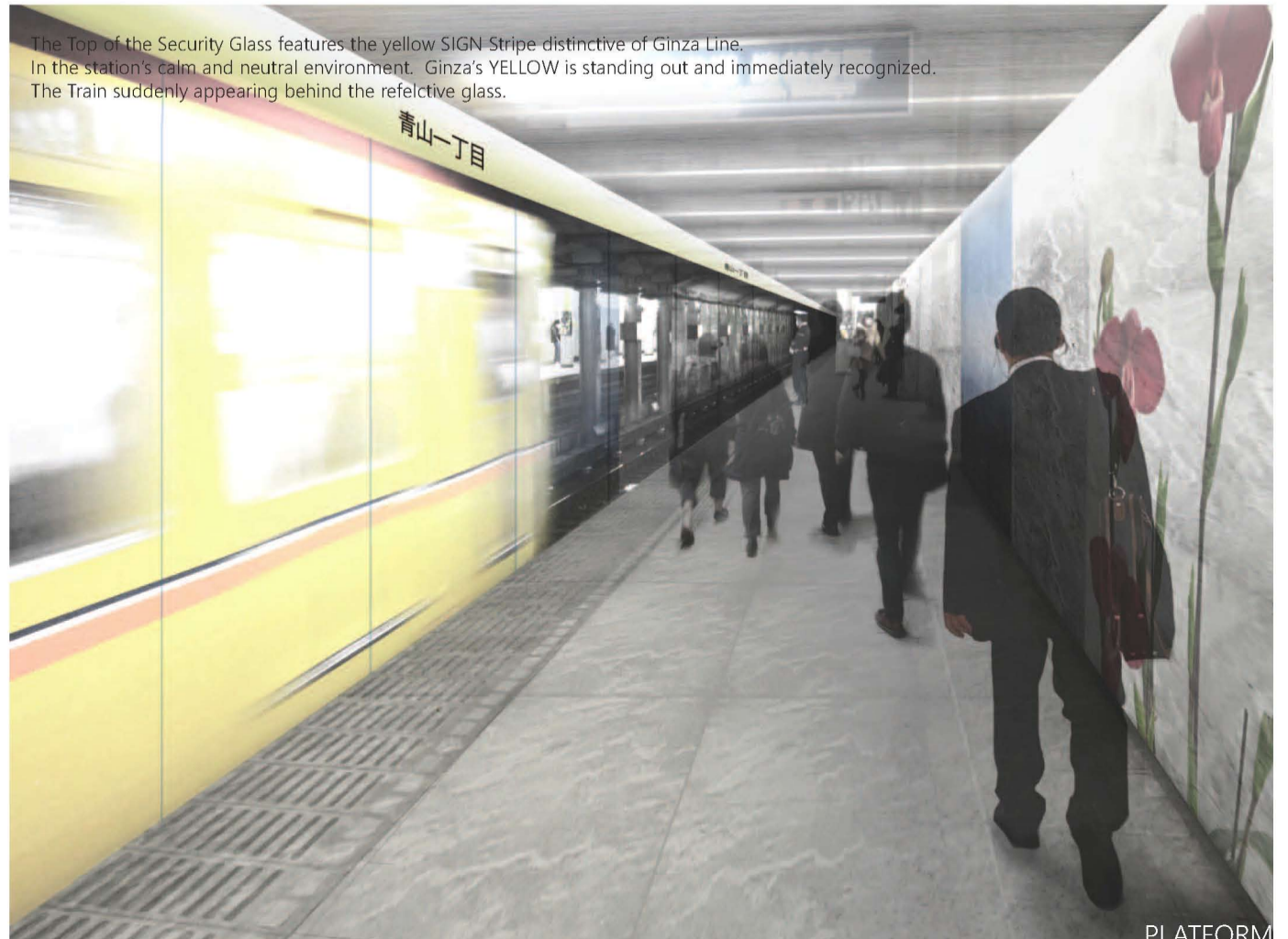
AOYAMA-1CHOME

"I have maybe around 110 minutes to reach the office where I have meeting and come back here... First time in Aoyama Itchome, I hope I won't get lost. I have seen those shiny columns before in Omotesando, it should be really trendy area here too. But here this dark stone has got some more serious feeling. It looks good for Business person like me.

That station out there on the street corner, was so helpful to wind the way back here, I could spot it from 200 meters far, and I could immediately, that's the shiny Aoyama!"



GATE



PLATFORM