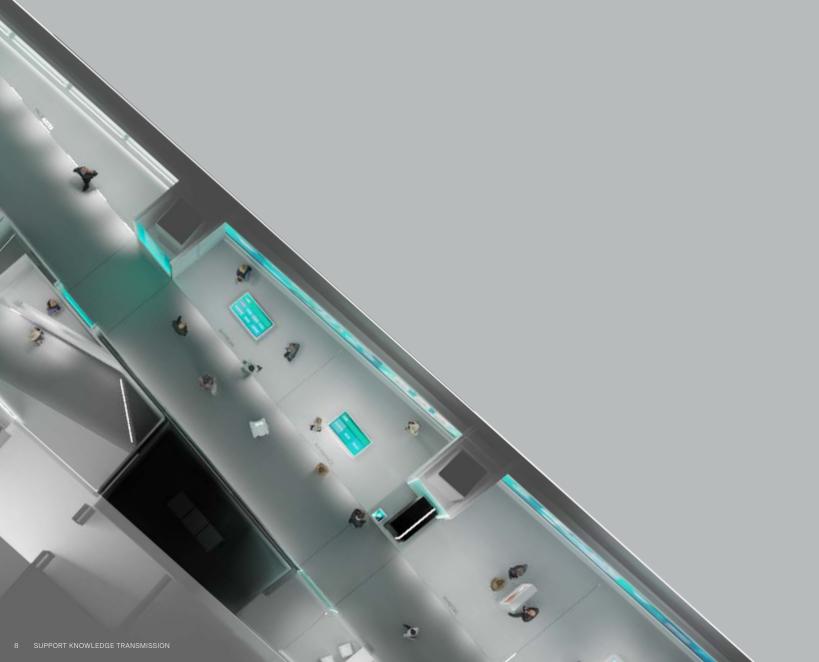# CLONEPRODUCTION
## MEDIA SPACE DESIGN

2021

In between the physical and digital world "media spaces" are a form of three-dimensional experience where architectural materials are no longer static entities. Made of interactive and moving imagery, living surfaces communicate emotional and cognitive content.

联系物理世界与数字世界形成一种多维度的体验形式，即"媒体空间"。建筑材料不再只是静态的实体，而是由动态图像构成的不断变化并可以与之互动的介质，来与用户进行情感交流、传达内容信息。

# TYPES OF MEDIA SPACES

SUPPORT KNOWLEDGE
TRANSMISSION

认知型媒体空间支持知识传播

COGNITIVE
MEDIA SPACE

# AI
# FOR EVERYONE

Corporate exhibition space designed around the company's products and services to provide an easy understanding the artificial intelligence and machine learning business applications.

Different sectors and markets (healthcare, industry, banking, etc.) materialize into tangible objects, playable simulation and data visualization.

围绕人工智能公司的产品和服务来设计的企业展示空间。来访客户以轻松直观的方式来了解人工智能和机器学习的业务落地效果。

对其产品在不同的产业领域（医疗保健，工业，银行等）的应用进行视觉转化。生成有形的对象和数据可视化便于模拟和操作。

Visual and interactive installations communicate clearly to guide potential customers towards the purchase of complex hardware equipment and software solutions.

**Services** : exhibition content, interior design, multimedia installation concepts.

**Area** : 500m²
**Location** : Beijing, China.
**Client** : 4Paradigm
**Year** : 2019

视觉和互动装置为企业和潜在客户之间搭建起沟通通道，给于客户清晰的指导，让他们可以准确的采购这些专业且庞杂的硬件设备与软件产品。

**服务：**展览内容、空间设计、多媒体装置概念。

**面积：**500 平米
**所在地：**北京
**客户：**第四范式
**年份：**2019

For cognitive media-space we develop interactive applications to elevate the customer's experience. Information can be intuitively manipulated in real-time to inform about industrial processes, product specifications or scientific researches.

对于认知型媒体空间项目，我们开发互动应用程序来提升用户体验。用户可通过直观实时地操控来获取相关的工业过程、产品规格或科学研究等方面的具体信息。

01 - EE TOUR : Everything Everywhere 4G launch 2012, London - UK.
02 - MEKAVIZ : Laval Virtual 2014 - Laval, France.
03 - MECANOLOGIE : Scopitone Festival 2013 - Nantes, France.
04 - NEOPOLIA : Paris Air Show 2015 - Paris, France.

**NARRATIVE**

2

MEDIA SPACE

# LANDSKY SHOWROOM

Renovation of the Landsky Group's private showroom located at the Kerry Center commercial complex in the heart of the Hanghzhou city center.

良业集团位于杭州嘉里商务中心的展示空间改造工程项目。

Beside the company's office space, this immersive experience aim to communicates Landsky's strategic vision, corporate culture and global achievements.

A narrative journey about three major service areas : smart homes, smart cities and smart lights to make a powerful impression on clients and partners.

**Services** : interior design, construction management, technical direction.

**Area** : 130m²
**Location** : Hangzhou, China.
**Client** : Landsky Lighting Engineering
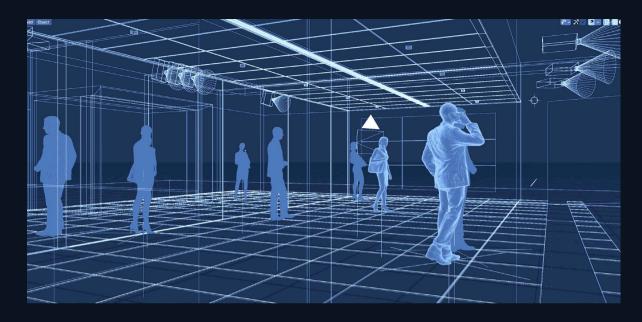**Year** : 2020

办公空间旁的沉浸式体验在于传达良业的战略愿景、企业文化和全球成就。

通过展开良业关于智能家居、智能城市和智能照明三个主要服务领域的空间叙事旅程，为来访的客户和合作伙伴创造一次难忘且别具一格的空间体验。

**服务：**空间设计、施工管理、技术指导。

**面积：**130 平米
**所在地：**杭州
**客户：**良业光科技
**年份：**2020

Ensuring the optimum quality of services to build narrative media-space is a fundamental elements of our company's philosophy.

With a background in architecture, our scope of work includes interior design and construction management alongside technical direction.

对于叙事型媒体空间项目，确保建造质量是我们执行中非常重要的标准。

具有建筑设计行业背景，我们工作范围包括：室内设计和施工管理以及技术指导。

3

**CONTEXTUAL**

MEDIA SPACE

# ANHUI HALL

Temporary exhibition about the traditional "JingJu" opera to take place at the "Anhui Guild Hall" located in Beijing's city center.

The design proposal aim to revitalize the historic building as a means to increase young people's interest towards the most influential form of Chinese opera.
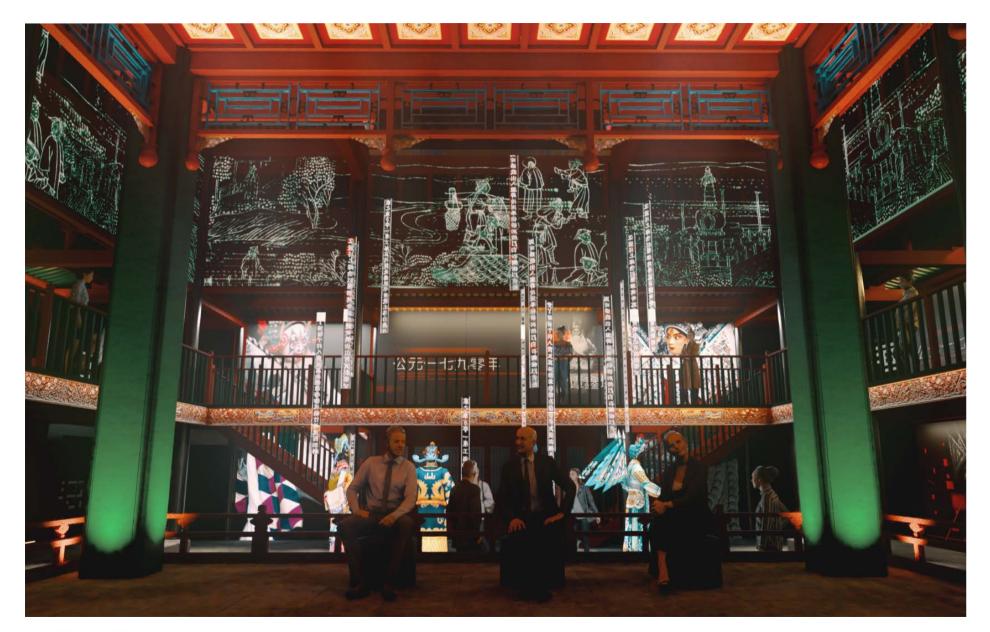
关于传统"京剧"戏曲的体验展览活动在北京市中心的安徽会馆举行。

项目目标在于振兴这座历史建筑，让年轻人对京剧文化的重燃兴趣。

Visitors experience the learning path of an opera actor through different multimedia installations : digital make-up, dressing up traditional costumes, acting lessons and kungfu.

参观者可以通过不同的多媒体装置，体验京剧演员的成角之路其中包括：数字化妆、服饰道具装扮、VR 京剧表演观赏和数字追踪亮相动作。



**戏台**

VR 经典剧目体验

**化妆间**

角儿的幕后：
01. 上装 - 妆容脸谱多媒体装置
02. 角儿上台需使用的道具介绍

**文聚堂**

角色体验开篇：
01. 师傅介绍
02. 亮相测试多媒体装置

The project's general artistic direction is defined by concept arts using classic Chinese elements associated with contemporary graphic design.

The exhibition's lighting and content create a delicate harmony between new and ancient with inspiration drawn from the existing context.

**Services** : exhibition content, lighting design, visual identity, multimedia installation concepts.

**Area** : 800m²
**Location** : Beijing, China.
**Client** : Noitom
**Year** : 2020

设计结合了传统的中国元素与现代数字纹理、色彩风格来定义项目的总体艺术方向。

环境的灯光设计和展览的图形内容，从现有的古建环境中汲取灵感，在新旧之间建立微妙的和谐。

**服务：**展览内容、灯光设计、视觉风格设定、多媒体装置概念设计。

**面积：**800 平米
**所在地：**北京
**客户：**诺亦腾
**年份：**2020

Contextual media-space inspired by historical elements bridge the past and present while preserving the cultural heritage. We strive to design contemporary projects that carry forward tradition without reproducing historic forms.

受历史元素启发的情境媒体空间在保留文化遗产的同时，弥合了过去和现在。我们力图呈现继承传统而不复制历史表现形式的当代设计。

ENGAGE WITH BRANDS
PERSONALITY

增强型媒体空间突显品牌个性

**ENHANCED**
MEDIA SPACE

# **UEFA** CHAMPIONS LEAGUE

Munich Allianz Arena's VIP room enhanced with real-time animations and interactive games during the 2012 UEFA Champions League Final.

Official sponsors Sony provided tablets and PlayStation 4 to transmit messages to the giant 45 meters LED screen while ambient visuals were displayed throughout the event.

为了 2012 年欧洲冠军联赛的决赛的独特时刻，在慕尼黑安联球场的贵宾室中，策划上演了以实时动画和互动游戏为形式的现场活动。

索尼作为官方赞助商为本次活动提供了平板电脑和 PlayStation4 等硬件设备。可将文件信息实时投射到 45 米长的 LED 大屏幕上，整个过程实时视觉效果配合着比赛不同的情境与关键的时刻。

A countdown sequence introduced the guests to the start of the game with live graphics performed alongside Groove Armada electronic music duo.

**Services** : visual design, software development.

**Area** : 300m²
**Location** : Munich, Germany.
**Client** : Iris Worldwide
**Year** : 2012

现场决赛开始倒计时动态视觉图形演绎，伴着 Groove Armada 电子音二人组的表演一起展开。

**服务：** 视觉设计、软件开发。

**面积：** 300 平米
**所在地：** 德国慕尼黑
**客户：** Iris Worldwide
**年份：** 2012

# TAYCAN SHOWROOM

Media showroom concept for the Porsche Taycan, the first all-electric car made by the german automobile manufacturer.

The visuals inspired by the car's hybrid technology and exceptional performance enhance the sense of motion and speed around its body. Structured textures composed of thrilling electric blue lines create vivid reflection effects on the surrounding materials.

**Services** : Interior design, visual design.

**Area** : 210m²
**Location** : Imaginary
**Client** : CloneProduction Research
**Year** : 2020

针对保时捷 Taycan 车型概念展示空间设计。这家德国汽车制造商生产的第一款全电动汽车。

创意来源于它的混合动力技术和出色的性能，使用充满动感和速度感的动态视觉布置在车身周围做增强性效果。空间环境中动感十足的、如电流般的蓝色线条形成的视效纹理，同反射到车身上的流光效果相互融合。
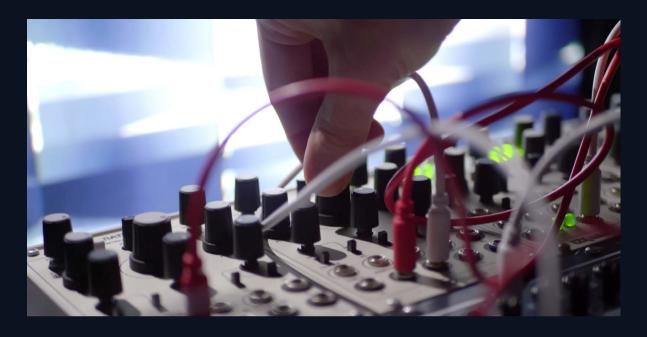
**服务：** 空间设计、视觉设计。

**面积：** 210 平米
**所在地：** 模拟
**客户：** 瞌龙多媒体研究
**年份 ：** 2020

For enhanced media-space we often experiment with unusual approaches to content creation. We use analog video synthesizers and pre-digital technology to generate timeless materials with unique color tones and unexpected patterns.

对于增强型媒体空间，我们不断尝试采用不常规的媒体内容创作方法。比如使用视频模拟合成器以及前数字时代的技术来创作具有独特色调图案的生成艺术视觉材料。

5
SENSORY
MEDIA SPACE

# RESTAURANT & BAR



Restaurant interior design research with a focus on media used as architectural material and lighting source.

媒体视觉作为用餐环境中的照明材料的方向性设计研究。

The flowing textures displayed on LED screens bring an artistic atmosphere to the space with subtle reflection on wall and furniture.

The material's color composition and brightness variation can morph the surroundings into multiple unique ambiances.

**Services** : Interior design, visual design.

**Area** : 180m²
**Location** : Imaginary
**Client** : CloneProduction Research
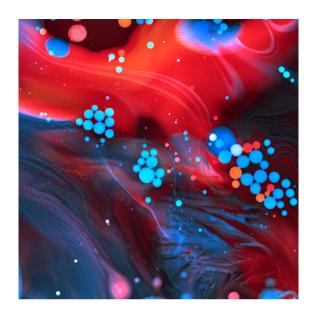**Year** : 2020

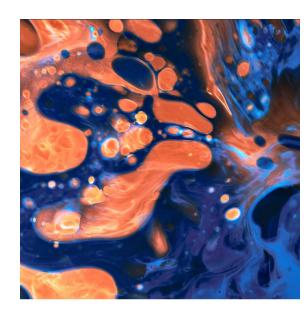显示在LED屏幕上流动的媒体纹理给空间营造着艺术氛围，并微妙的映照在墙面与空间陈设上。

媒体材料的色彩和亮度不断变化着，空间环境也被渲染得多样且独特。

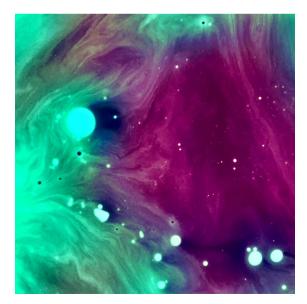**服务：**空间设计、视觉设计。

**面积：**180 平米
**所在地：**模拟
**客户：**瞌龙多媒体研究
**年份：**2020
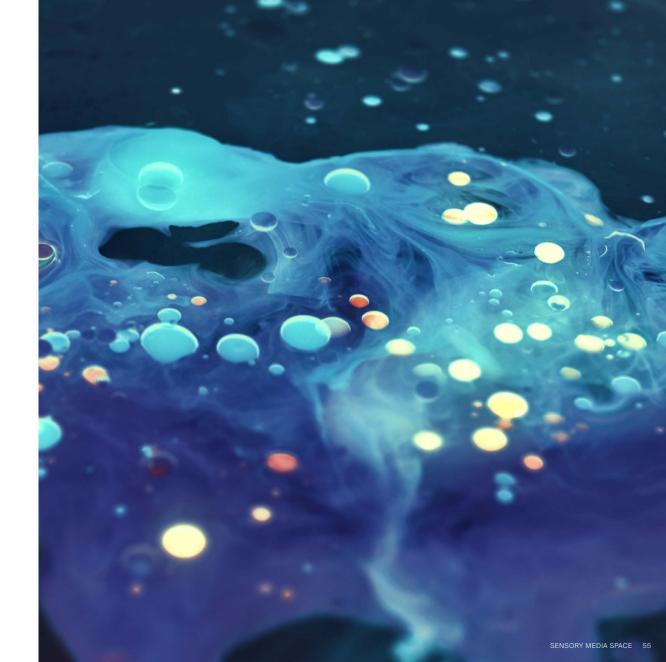
Our visual production techniques does not only live in the digital world. Inspired by a form of light art that surfaced in the early 1960s called "Liquid Light Shows", we create dynamic materials for sensory media-space based on beautiful color flow filmed with macro lenses.
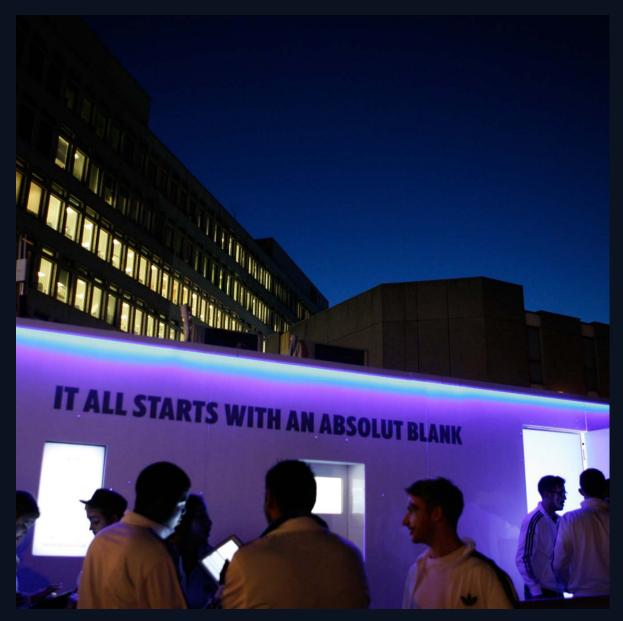
我们的视觉制作的方式不仅仅只使用数字技术。受到 1960 年代初期浮现的一种被称为"液体灯光秀"的灯光艺术形式的启发，用摄影技术的微距镜头记录下美丽的液体色彩流，来为感官媒体空间创造动态媒体材料。

DELIVER PERSONALIZED
EXPERIENCES

趣味型媒体空间打造个性化体验

6
PLAYFUL
MEDIA SPACE

# **ABSOLUT** BLANK

Transportable interactive media-space built inside a shipping container where dancing groups of people generates real-time visual effects. It visited several places in London such as : the Adidas event space in Shoreditch, Bloc Festival, The Truman Brewery, and Bestival.

Before stepping into the space, users register their email and select their favourite music from an iPad app. Once inside an HD camera installed behind the wall film peoples dancing in the blue painted interior.

The background is then removed using real-time chroma keying while a motion tracking system detects the user's movement to generate visual effects.

这是为品牌绝对伏特加制作的一个可运输的互动媒体空间。置于集装箱中，在里面跳舞的人群同时会被匹配实时视觉效果。它在伦敦的几个地方参与展出，如：阿迪达斯活动空间、Bloc 庆典、杜鲁门啤酒厂和 Bestival 。

用户进入空间之前，需先通过电子邮件账号注册，再从 iPad 应用程序中选择自己喜欢的音乐。进入到空间后，墙面安装有一台高清摄像机，拍摄在漆成蓝色的空间内舞蹈的人们。

运动跟踪系统检测到人的运动后，实时生成视觉效果的同时将蓝色背景移除。

Outside the installation, visitors can watch on LCD screens the visuals incorporated onto the dancing user and receive photos of their performance.

The best video artworks were used live in an audio visual show at the Electric Brixton.

**Services** : visual design, software development.

**Area** : 15m²
**Location** : London, UK.
**Client** : Iris Worldwide
**Year** : 2012

在装置外，人们可以通过外部的屏幕观看内部参与者跳舞与视觉合成后的效果，可捕捉生成照片。

最好的视频作品在 Electric Brixton 表演现场展出。

服务：视觉设计、软件开发。

**面积：**15 平米
**所在地：**英国伦敦
**客户：**Iris World wide
**年份：**2012

# **PERSONAL** TRAINING

Media space intended for fitness club, gym and sporting events. Part of Holofit's product line, it is a fun workout system that targets all body parts. It offers a large choice of physical activities for single and multiplayer and can be configured for different screen sizes.

全息私教训练空间是 Holofit 产品线的一部分，用来使用在健身俱乐部或运动活动现场。它针对身体的各个部位进行引导训练，同时也是一款具有趣味性的健身软件产品。系统具有单人和多人游戏模式，同时也可自适应各式尺寸的屏幕，供在不同的训练活动场景上使用。

A "visual language" composed of icons indicates specific body part positions, optimal movement directions or equipment to manipulate.

It uses wireless controllers for the trainers to navigate through the different modes and multi-touch LED wall for the participants to interact.

**Services** : product concept development, visual design, interaction design, software development.

**Area** : 100m²
**Location** : Shanghai, China.
**Client** : Holofit
**Year** : 2018

使用图标构成的视觉语言来传达训练指令，指示出特定的身体部位的空间位置、动作方向以及需要使用的器材。

系统配置无线控制器，教练可在不同的模式之间切换。LED 墙面支持多点触摸可以与之互动。

**服务：**产品概念研发、视觉设定、交互设计、软件开发。

**面积：**100 平米
**所在地：**上海
**客户：**Holofit
**年份：**2018

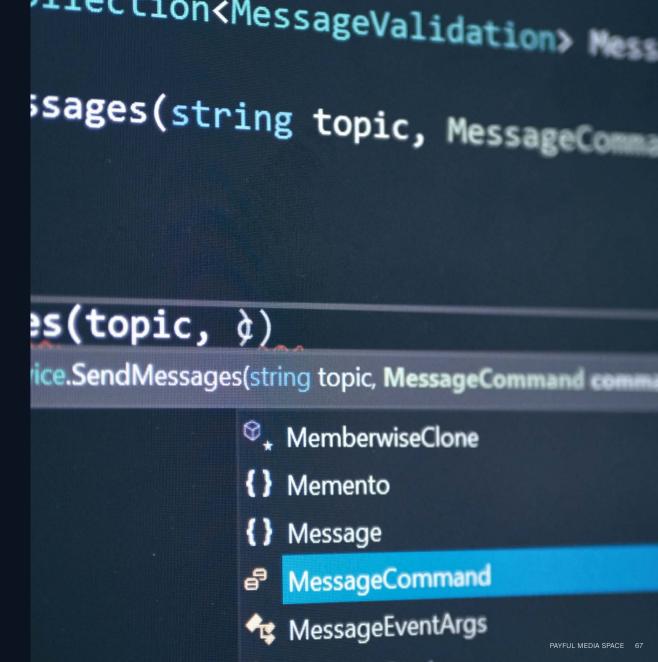For all projects we offer art direction to establish the brand identity with visual consistency across all media.
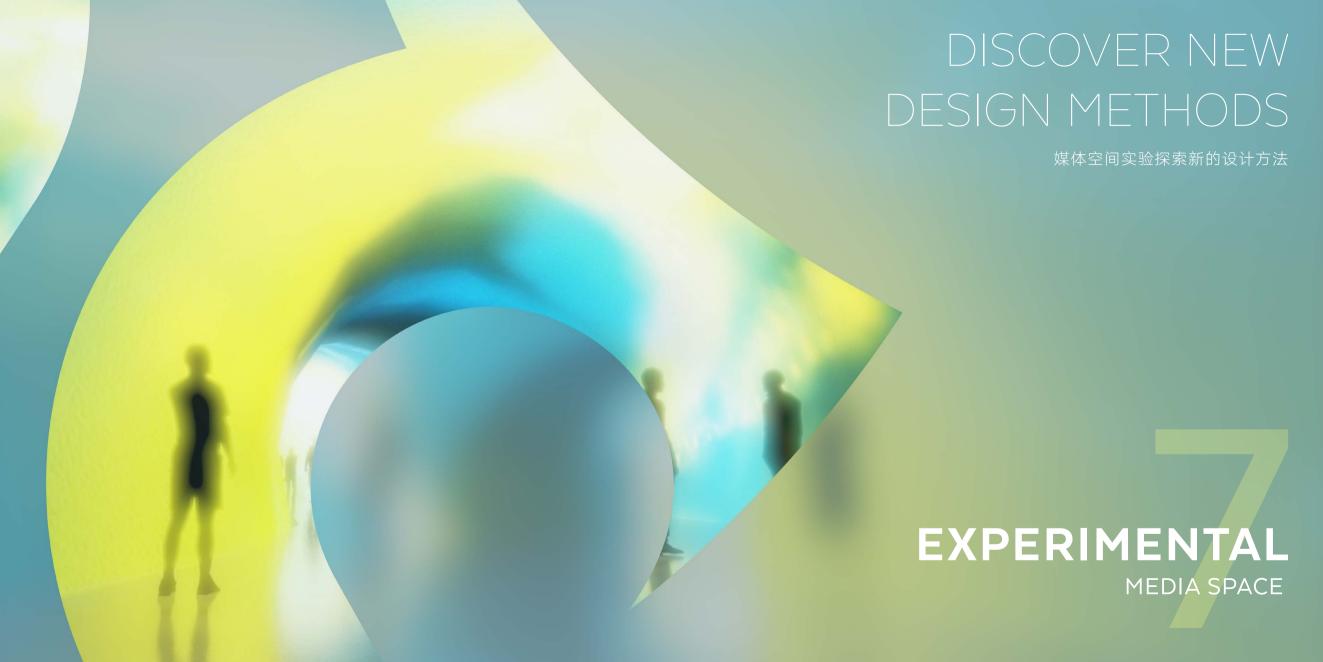
我们针对产品线上的所有的媒体内容设定了视觉风格，来为品牌建立统一的形象识别。

Our expertise in software architecture allow us to develop large and reliable real-time multi-media system with playful interactions.

拥有软件架构方面的专业知识支持我们可以开发大型的、稳定且有趣的互动实时多媒体系统。

DISCOVER NEW
DESIGN METHODS

媒体空间实验探索新的设计方法

7

EXPERIMENTAL
MEDIA SPACE

# DESIGN CLASS

To discover innovative approaches in media-space design we motivate students to consider sensory stimulus as core parameters to spark the start of pertinent concepts and ideas.

Inspired by architectural design methods, the research process is composed of five distinctive work phases : intangible inspiration, concept design, artistic experiment, project development and public presentation.

为探索拓展媒体空间设计的方法，我们引导学生从感官感受激发出概念方向，以此作为项目的开端。

受建筑设计学科方法的启发，我们把实验课程过程规划为五个阶段: 唤醒灵感、概念设计、艺术实验、项目开发以及最后的公众展示。

VISUAL
PRODUCTION

INTERACTIVE
INSTALLATION

CREATIVE
CODING

SPACE
DESIGN

Students use a wide range of production techniques to create singular aesthetics. Each group present their research and project proposal throughout the final exhibition.

**Services** : pedagogy consulting, tutoring.

**Location** : Shanghai, Guangzhou, Kuala Lumpur.
**Clients** : Shanghai Conservatory of Music, Guangzhou Academy of Fine Art, Shanghai Theater Academy, The One Academy KL.
**Year** : since 2013

学生采用综合且多元的技术创作出独特的作品。项目结束后布置一场展览，并让每个小组都公开讲述和展示他们的研究成果。

服务：教育咨询、教学。

所在地：上海、广州、吉隆坡
客户：上海音乐学院、广州美院、上海戏剧学院、The One Academy
年份：自 2013 年起至今

# ABOUT US

With professional background in architecture, visual art
and software development, our approach is guided by
a sensitive observation of each project's context. We
combine strong research practices with specific working
methods to deliver playful user interactions, robust
softwares and elegant visual identities.

For corporate interiors, permanent exhibitions or public
spaces, we develop relevant and reliable systems.
For visitors, we create meaningful and entertaining
experiences. Often called by challenging clients, we have
the privilege to collaborate with multidisciplinary artists,
international universities and innovative companies.

拥有建筑设计，视觉传达和软件开发十多年的经验。公司的
设计方法论建立在，对每个项目背景、环境的全面分析和敏
锐观察之上。我们在不间断的研究和实践中，形成了独有
的工作体系。为我们可以出品趣味性的交互、强大且稳定的
软件和风格独特的视觉设定奠定了基础。

我们为建筑物的外部表皮或者室内空间提供媒体材料及其内
容。还为永久性展览或公共空间的媒体装置，开发定制可靠
的系统。对于观者，我们为其创造有意义和有趣的体验。
常服务于期待高品质产品的客户，还有幸和业界的艺术家、
国际大学与创新型的公司合作。

# FOUNDERS

**IRWIN QUEMENER**
Creative Lead

**LUMIN**
Art Director

# OFFICE

Located in the heart of Shanghai's Putuo district, we are settled in the "China 1912 Cultural Industry Park", an historical printing factory.

Fully renovated, our office space provide the necessary environment to engage in spatial media research and develop innovative projects for our clients.

公司坐落于上海普陀区中心地带 - 中华 1912 文化创意园（原 1935 年英国公司建造的中华书局印刷厂）。

办公室全新装修和改造后，作为我们新媒体空间的研究与开发的工作空间实验室。
在这里我们为客户提供创意形的概念和精品的制作。

# CONTACT

**CLONEPRODUCTION SHANGHAI CO. LTD.**

Room 203 building No. 6, No.477 AoMen Road, PuTuo District, Shanghai, China

**clone@cloneproduction.net**

Tel : 15601646318

**瞰龙多媒体设计（上海）有限公司**

中国上海市普陀区澳门路 477 号 6 幢楼 203 室

**lyumin@cloneproduction.net**

Tel : 18518754420