

AURIFER IN TIME

Treasure of the Time Branding Hall

Design: XCEPT [e@xcept.hk]

Client: Chow Tai Fook Jewellery

Each piece of jewellery meticulously crafted is a quintessence of the arts in an epoch, deeply infused with cultural essences and memories of the people. They shine at the convergence of careful selections of materials and precise designs, to shed light on the aesthetics and collective sentiments in each golden era. In celebration of the 90th anniversary of Chow Tai Fook (CTF), where artisans gather to achieve traditional craftsmanship excellence and technical breakthroughs, XCEPT team presents the Chow Tai Fook Branding Hall – Aurifer in Time.

Echoing 'Treasure of the Time', the commemoration theme of CTF's great milestone, the Branding Hall encapsulates portraits of four eras, in relation to its history with Hong Kong. It is comprised of an immersive space, the prologue "The Metamorphosis of Gold", and 4 exhibition zones, namely "From Early Republic of China to Wartime", "Post-War to the 70s", "The 80s to Early 21st Century" and "From Now to the Future".

In the prologue "The Metamorphosis of Gold", one shall immerse him or herself in a state of void, surrounded by petals of splendours. Submerging the consciousness into the sculpting of gold, we witness, from fluid, the metal blooms into flowers. Inspired by the 'Empty Your Cup' Chinese Zen Philosophy, the space was designed to empty one's thoughts, only to soak visitors in golden eras in the past with following zones.

每件被金匠精雕細琢過的首飾皆盛載著歷史文化和人民記憶，反映每個時代的氛圍及美學結晶。在時代變遷下，利用時代性的材質和設計，首飾的光輝每每都映照出年華更迭的輪廓。為慶祝周大福邁進90周年的重要里程碑，XCEPT打造了周大福品牌館 – Aurifer in Time。

響應其主題「一件首飾 一個時代」及呼應香港各個年代的氛圍，Aurifer in Time 由序章「流金成器」，以及四個時代展區組成，包括「民初至戰時」、「戰後至1970年代」、「1980年代至21世紀初」及「今天至未來」四個場景。

序章以「流金成器」為題，打造一個沉浸式體驗空間，把精煉流動的熔金幻化為花卉的形態，投射在花瓣形屏風上展示首飾成形的過程。空間載體蘊藏禪宗「空杯哲學」，讓參觀者走進各時代展區前清空心境。