

FORTUNE WAY

Project Identity Program, Interior Graphics Amenities

location **Guangzhou, China** client **Vanke Real Estate Company** architect **DK Architects**

Currently we are working with the Vanke Real Estate Company in Guangzhou, China to develop an identity and wayfinding system for a new and significant addition to their residential portfolio. The Fortune Way project features over 50 levels of residential units in the historic center of Guangzhou. SP has interpreted significant cultural icons such as dragon and water forms and developed them in a contemporary and sculptural vocabulary. Our exterior identity features are dynamic and bold while maintaining a connection to their historic precedents.







