



GUGLIELMO PRATA

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GUGLIELMO PRATA

PORTFOLIO | SELECTED WORKS



CONTENTS

 Curriculum vitae	 Bridging Competition - 2020 Architecture Urban Design	 Wine Mythology Label - 2017 Restoration	 DSEPOWER Roof Garden - 2016 Landscape Interior design	 Wanda indoor Ski Center - 2015 Competition Interior Design
 Powerlong Guangzhou Xiaogang - 2022 Architecture Landscape Interior Design	 Zhangbeishan Park - 2019 Landscape Park	 Longhua Rd. Improvement - 2017 Landscape Urban Design Retrofitting	 Rongchang Resort - 2016 Architecture Interior design	 Shenzhen Jewelry Industry Park - 2014 Landscape
 LOOK UP! Pavilion - 2022 Architecture	 Taikang Pengyuan Community - 2019 Landscape Architecture Interior Design	 Yinjiang Commercial Street - 2017 Architecture	 S4 Car Showroom in Loggang - 2015 Interior Design	 Changle Fuzhou Shopping Mall - 2014 Architecture
 Rielz SPA at Shanghai Harbour City - 2021 Interior Design	 Taikang Yongyuan Community- 2019 Landscape Architecture Interior Design	 Luoyang Jili Port Area - 2016 Urban Design Architecture	 Office in Guangzhou - 2015 Interior Design	 Dongxing Community and Park - 2014 Architecture Landscape
 BHG Prague Plaza - 2021 Architecture Landscape Interior Design	 Taikang Yanyuan Community - 2019 Landscape Architecture Interior Design	 Libo Sport Center - 2016 Competition Architecture Urban Design	 Diamond Residence - 2015 Architecture Landscape	 Taijiang Resort - 2014 Architecture Interior Design
 Whyndam Grand Plaza Royale - 2021 Architecture Interior Design	 Shennan Blvd. Improvement - 2018 Landscape Urban Design Retrofitting	 Libo Shuifu Resort - 2016 Architecture	 Fanshen Industrial Area - 2015 Competition Landscape	 Splendid China Kiosks - 2014 Architecture Interior Design
 BHG Qingdao - 2021 Landscape Architecture	 Zhangpu Shangyang Lake - 2018 Sustainable Landscape Park	 Jining Tai Bai Lake - 2016 Competition Architecture Landscape	 COFCO Plaza- 2015 Landscape Urban Design	 Zhangzhou Commercial Tower - 2014 Architecture
 Chengdu Railways Centre - 2021 Landscape Architecture Interior Design	 Nansong Lake - 2018 Sustainable Architecture Landscape Park	 Libo City Center - 2016 Competition Architecture Urban Design	 Kaifeng Happy Park - 2015 Landscape	 Private House in Ozegna - 2013 Interior Design
 Lilinbei Park - 2021 Landscape Park	 Yanlord Sale Center - 2017 Architecture Landscape	 Garden for Villa In Shenzhen - 2016 Landscape	 Chaoshan Roof Garden - 2015 Landscape Interior design	 Archivo Pavilion - 2013 Competition Architecture
 Kuichong Rivers - 2020 Urban Planning Landscape Park	 Sunac Shuangling Community - 2017 Architecture Landscape	 Gulongzhen Retrofitting - 2016 Landscape Urban Design Retrofitting	 Jiangmen CIMC Offices - 2015 Architecture Landscape	 ZAGO Beer packaging - 2013 Competition Graphic Branding
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 Shenzhen Logistic Centre - 2020 Architecture Landscape Interior Design	 Kunshan Yanglintang Park - 2017 Landscape Park	 Shenzhen Zhongda Park - 2016 Landscape	 Shenzhen Crest Mansion - 2015 Architecture	 Photography

CD - Concept Design | **SD** - Schematic Design | **DD** - Detail Design

Architectural Design | **La**ndscape and Urban Design | **In**terior Design | **Gr**aphic Design | **Ph**otography

GUGLIELMO PRATA

DESIGNER

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Socials WeChat ID: Archigulli

Skype ID: Archigulli

Instagram ID: Archigulli



PROFILE

I'm an **ARCHITECT** and **DESIGNER** with a long experience in different international companies and in various fields of work (**Architectural design, Restoration and Preservation, Landscape Design, Urban Design, Interior Design, Graphic Design and Branding**). I like to travel and learn about new cultures. Living in China since 2013. Born on the 25th July 1987 in Italy.

EDUCATION

24 July 2012

Master degree in Architecture

Master degree in Architecture, with a score of 110 summa cum laude / 110, from the Polytechnic of Torino (Italy)

EXPERIENCE

9 Years of Working Experience:

Aug. 23, 2021 - Ongoing

8DGE Architects

Shanghai, China, Architecture. Interior

Senior designer working on Architectural and Interior projects (Mixed-use, retail, hospitality, competitions).

Sep. 1, 2019 - Aug. 22, 2021

HOPE Design

Shenzhen, China, Landscape, Architecture.

Chief designer working on Architectural and landscape projects (public spaces, landmarks, hospitality, commercial).

Mar. 10, 2017 - Aug. 30, 2019

IPD - Integrated Planning and Design Ltd.Co

Shenzhen, China, Landscape International company

Landscape designer and Architect Mid level II working on public spaces, parks, residential complexes and commercial projects

Nov.30, 2014 – Mar. 9, 2017

USA Lawrence Design (HK) Co. Ltd.

Shenzhen, China. Architecture, Landscape and design studio.

Junior Architect working on commercial, hospitality and landscape projects.

Nov. 24, 2013 – May 24, 2014

JR Design Consultant (HK) Co. Ltd.

Shenzhen, China. Architecture and design studio.

Junior Architect working on residential, hospitality, commercial projects.

18 Nov. 2010 – 18 May 2011

Studio Davide Dutto Architetto

Torino, Italy. Architecture and design studio.

Intern assisting the concept design and the details' technical drawing of residential projects.

LANGUAGES

Italian – Mother tongue

French – Native language

English – Speak fluently and read/write with high proficiency

COMPUTER SKILLS

OS: **Windows**

Modeling: **Sketchup | Rhino**

Drafting: **AutoCAD | Illustrator+CADTools**

Rendering: **Vray | Lumion | Enscape| Mars**

Graphic: **Photoshop | Illustrator | Indesign | After Effects | Premiere**

PUBLICATIONS AND CITATIONS

PRATA G., Basho no Honshitsu \ Lo Spirito del Luogo, Graduation thesis, Torino 2012.

PRATA G., Giacomo Isidoro Mattè-Trucco \ L'architetto della FIAT, Graduation thesis, Torino 2009.

http://www.architesi.polito.it/dettaglio_tesi.asp?id_tesi=4309 (2012).

INGARAMO R., Dall'immagine del costruito alla costruzione del progetto, CELID, Torino 2009.

AWARDS & COMPETITIONS

“**Kunshan Nansong Lake**”, 2019 (WAN gold medal, IDA gold medal, AMP gold medal)

“**WANDA Shopping Mall Skiing Dome**”, 2015 (winner)

“**ZAGO Packaging Design**” International Competition, 2013 (mention)

“**FIAT Group Company Scholarship**”, 2010

“**100 Best Students of the Polytechnic of Turin**”, 2006



POWERLONG GUANGZHOU XIAOGANG

YEAR: 2022

STAGE: **Concept / Schematic / Detail**

ROLE: **Team Designer (East Towers Zoning, Facades Concept and Modelling, Diagrams, Rendering post-production, Central Court and Retail Street Concept and Modelling, Interior design draft concept).**

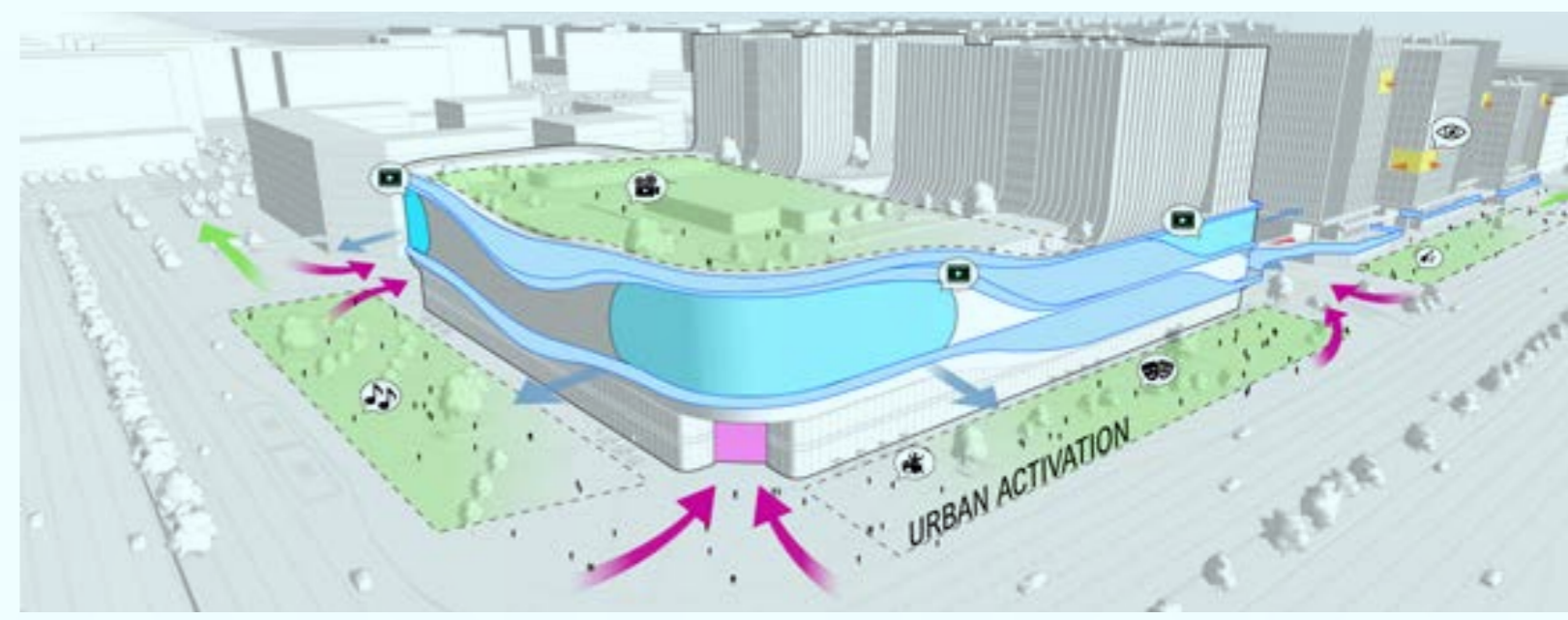
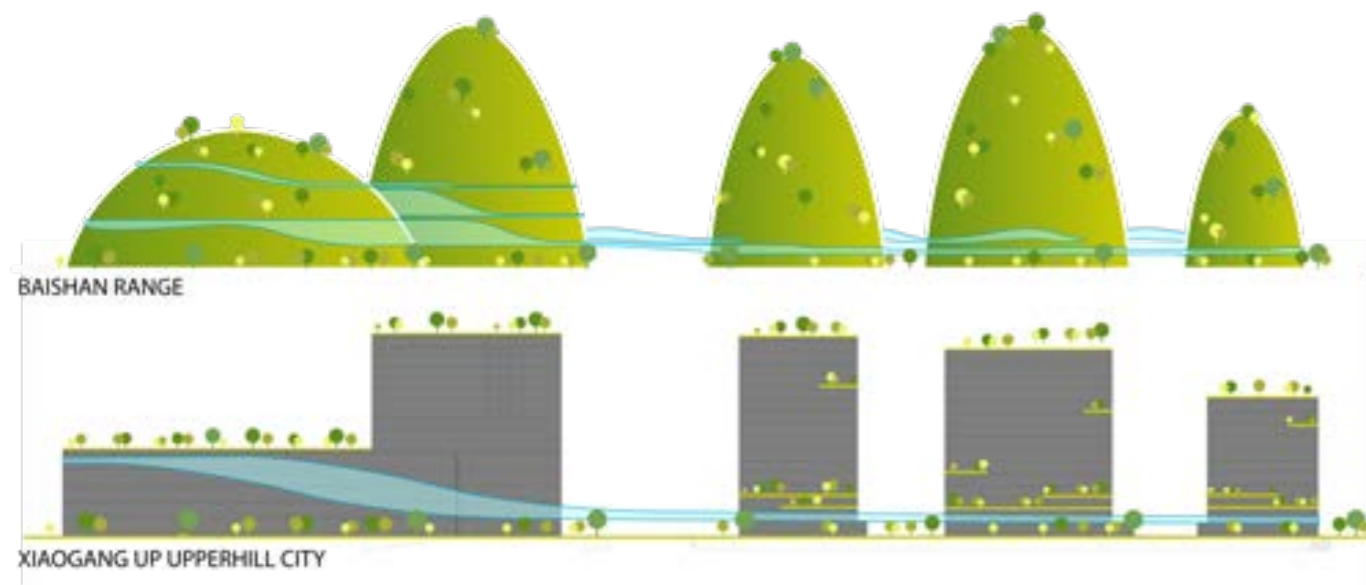
The Powerlong Xiaogang Plaza in Guangzhou is a mixed-use project, divided into 2 areas by a road. On the West side there is a shopping mall, with a waving facade, dominated by 2 high-rise towers. The left side of the parcel is designated for 6 offices and residential towers, with a retail podium connected by bridges, to create visual and physical continuity.

The project implemented the circulation and plazas with a landscape favoring people's fruition of retail and green spaces (with the terraces, the bridges and the suspended hallways). The verticality of the facades is interrupted by small terraces to break a boring rhythmic regularity.

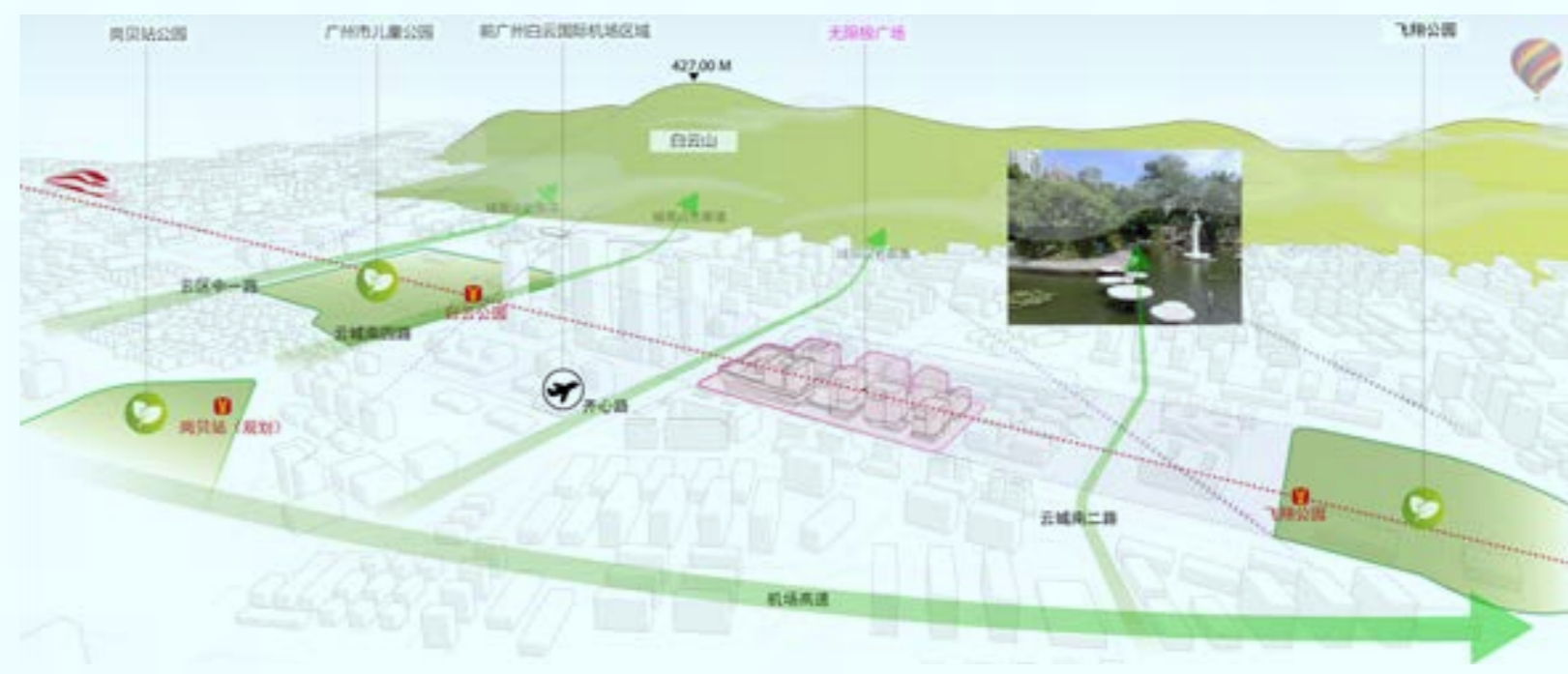
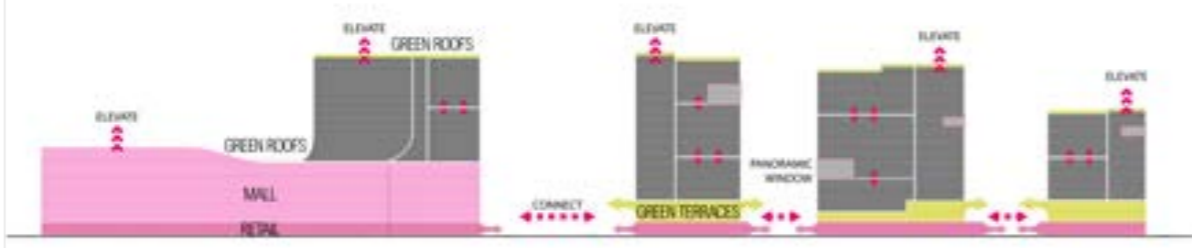




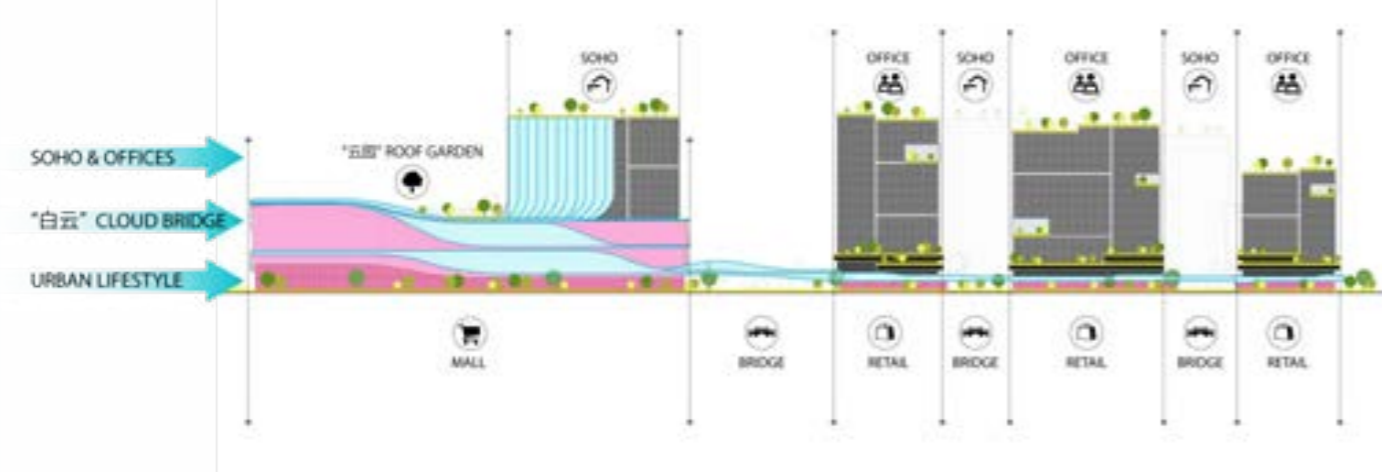
CONCEPT IDEA GREEN CITY ABOVE THE CLOUDS



FRAMEWORK STRATEGY



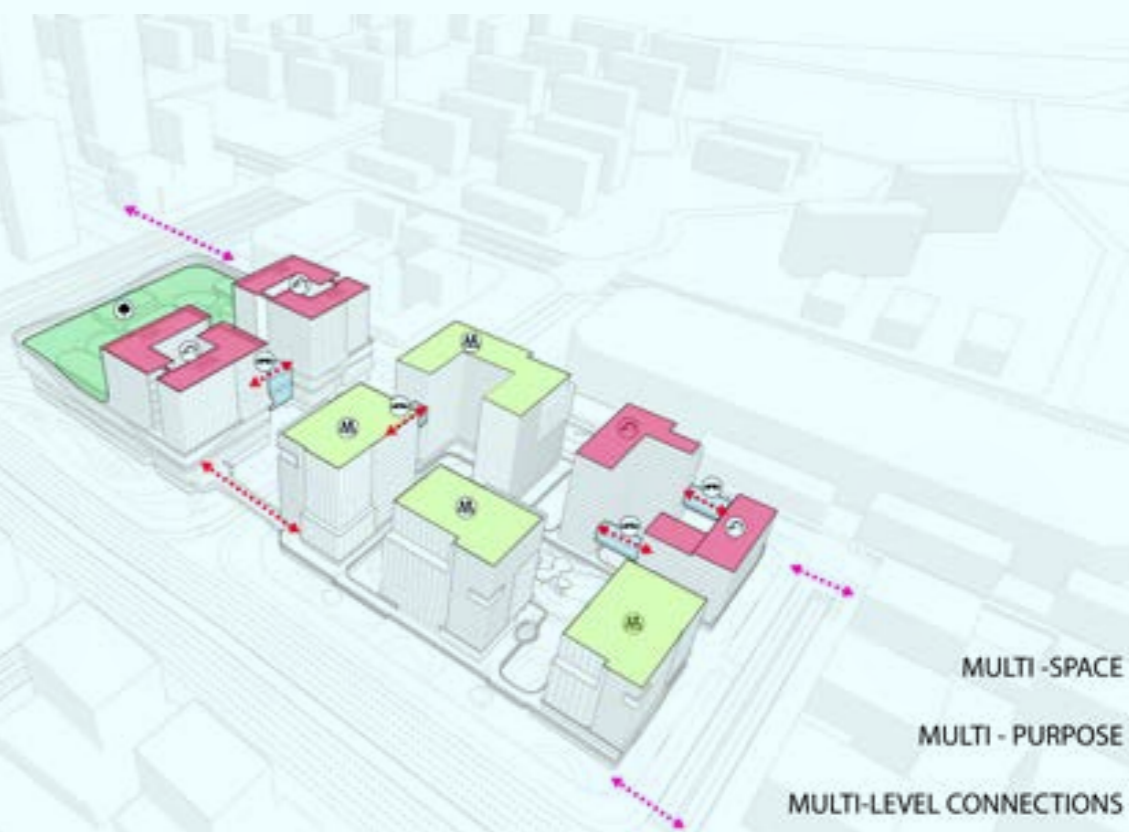
DESIGN STRATEGY



SOHO ROOFTOPS STRATEGY



OFFICES ROOFTOPS STRATEGY





XIANGOANG RETAIL CENTER

YEAR: 2022

STAGE: **Concept / Schematic / Detail**

ROLE: **Main Designer (Retail Center plan and facade Concept and Development, Modelling, Diagrams and Detail Studies [Facade materials, Interior materials and details,etc.], Rendering and Post-production, Cad drawings [Plans and Elevations]).**

The Xiaogang Retail Center is a temporary building for the selling of the offices, retail spaces and apartments of the Powerlong Guangzhou Xiaogang project. The center is divided into 2 volumes, one for the general presentation of the project, business and office area, while the other host the mock-up room and the toilets for the visitors. The 2 volumes are separated by a small inner garden. The facade materials are chosen in order to maximize the feeling of brightness and lightness while saving budget costs and permitting a quick realization of the work.





LOOK UP! PAVILLION

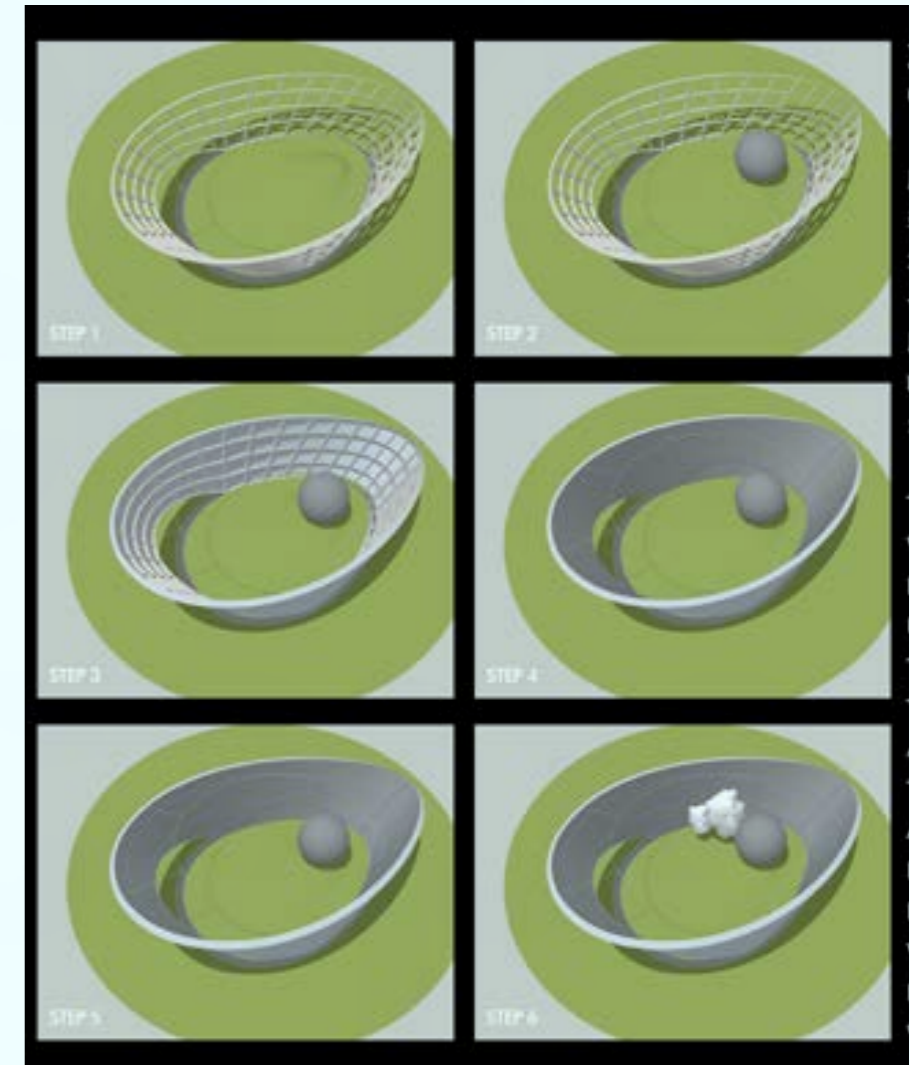
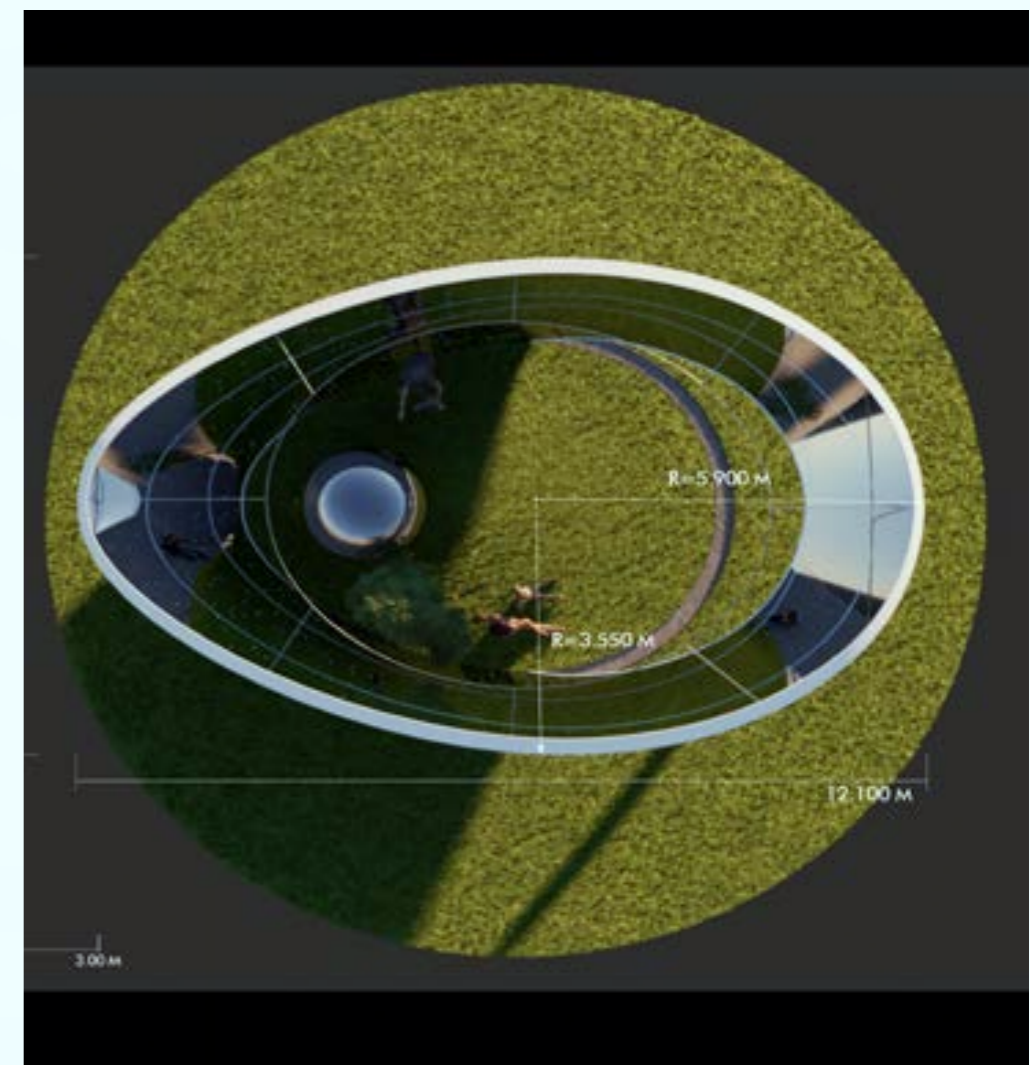
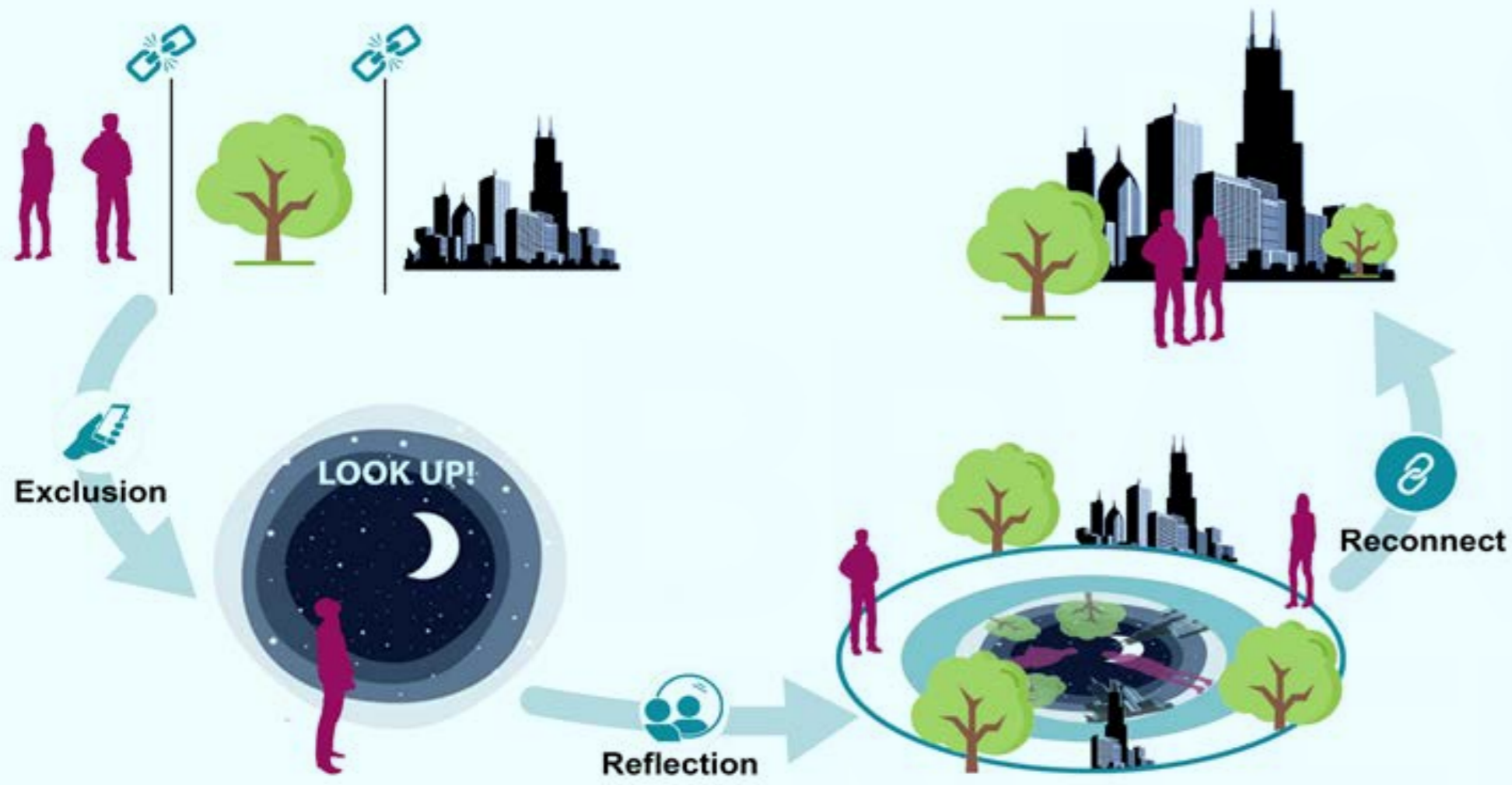
YEAR: 2022

STAGE: **Concept**

ROLE: **Overall Design (Concept Idea, Diagrams, Rendering, Draft structure study)**

We live our lives totally immersed in our daily routine, indifferent to our surroundings (other people, nature, the urbanscape, etc.) And with our eyes stuck in front of a screen. In a way connected with everything and everyone in the metaverse, practically disconnected from them in the real world.

The look up! Pavilion was designed as a micropark to reconnect with ourselves and our surroundings. It's a space for meditation and relaxation, a place for meeting and connecting, to get lost in our emotions. It's the sky in the room!





RIELZ SPA AT SHANGHAI HARBOUR CITY

YEAR: 2021

STAGE: **Concept**

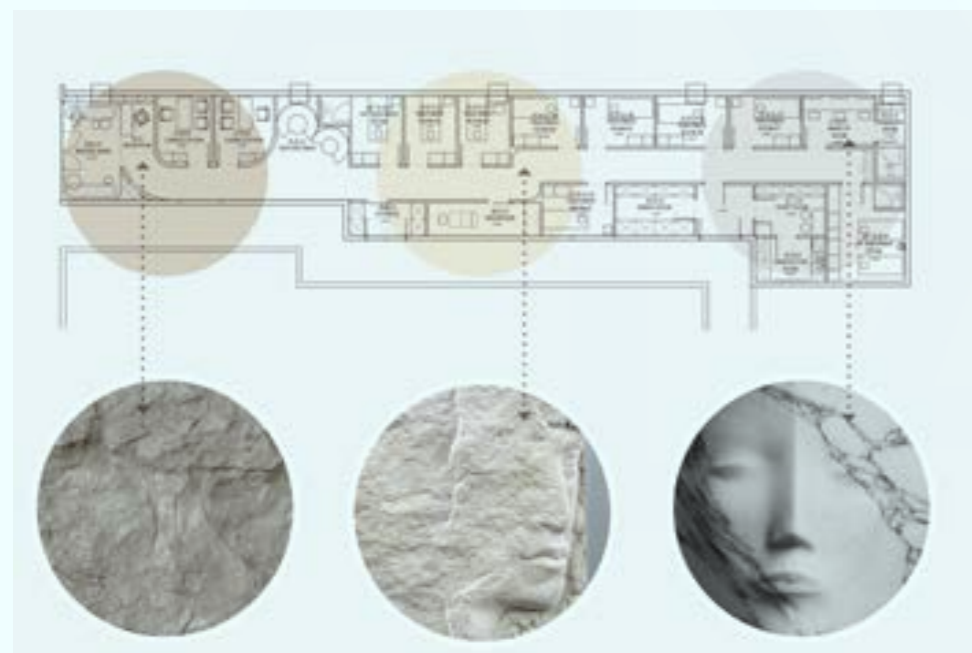
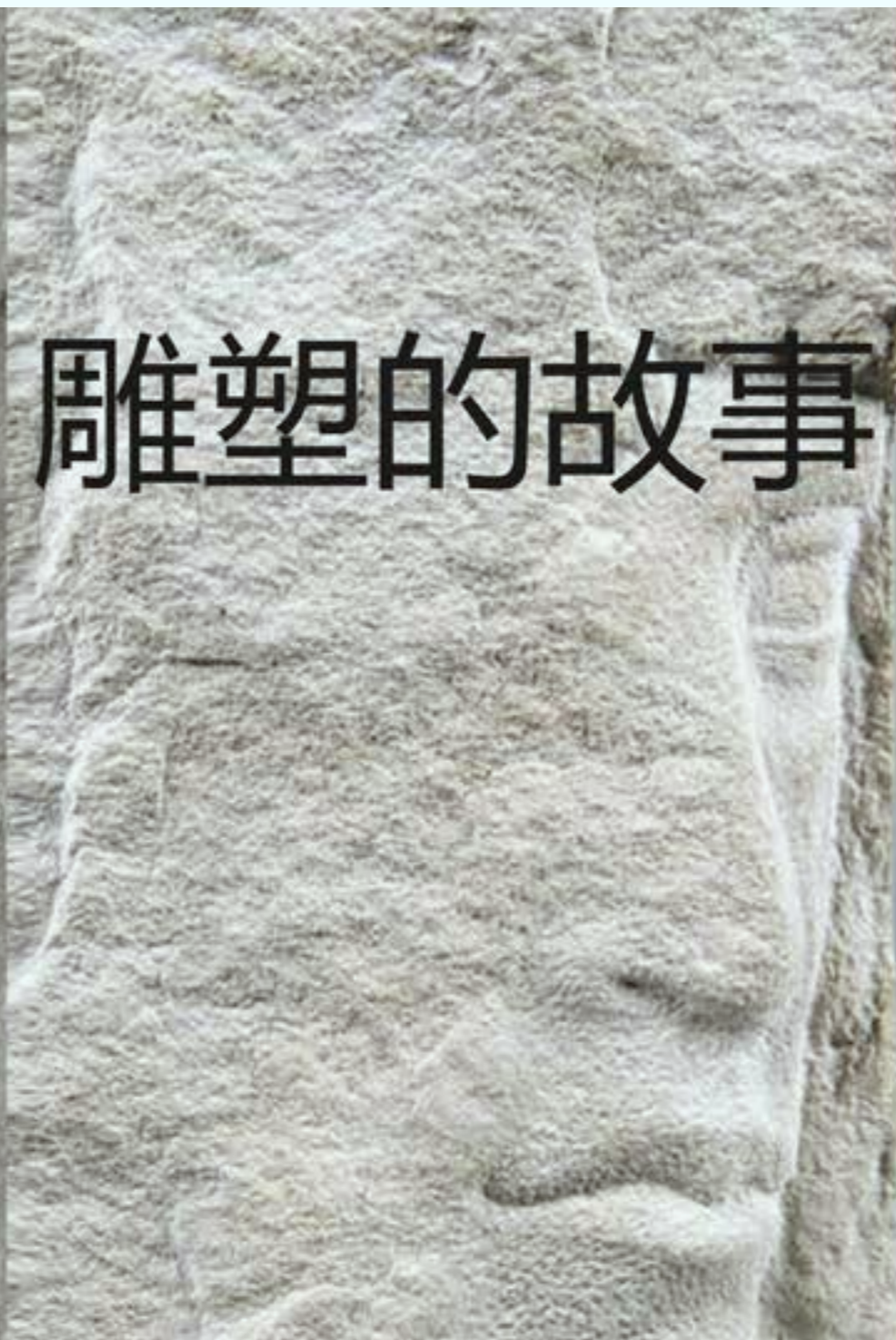
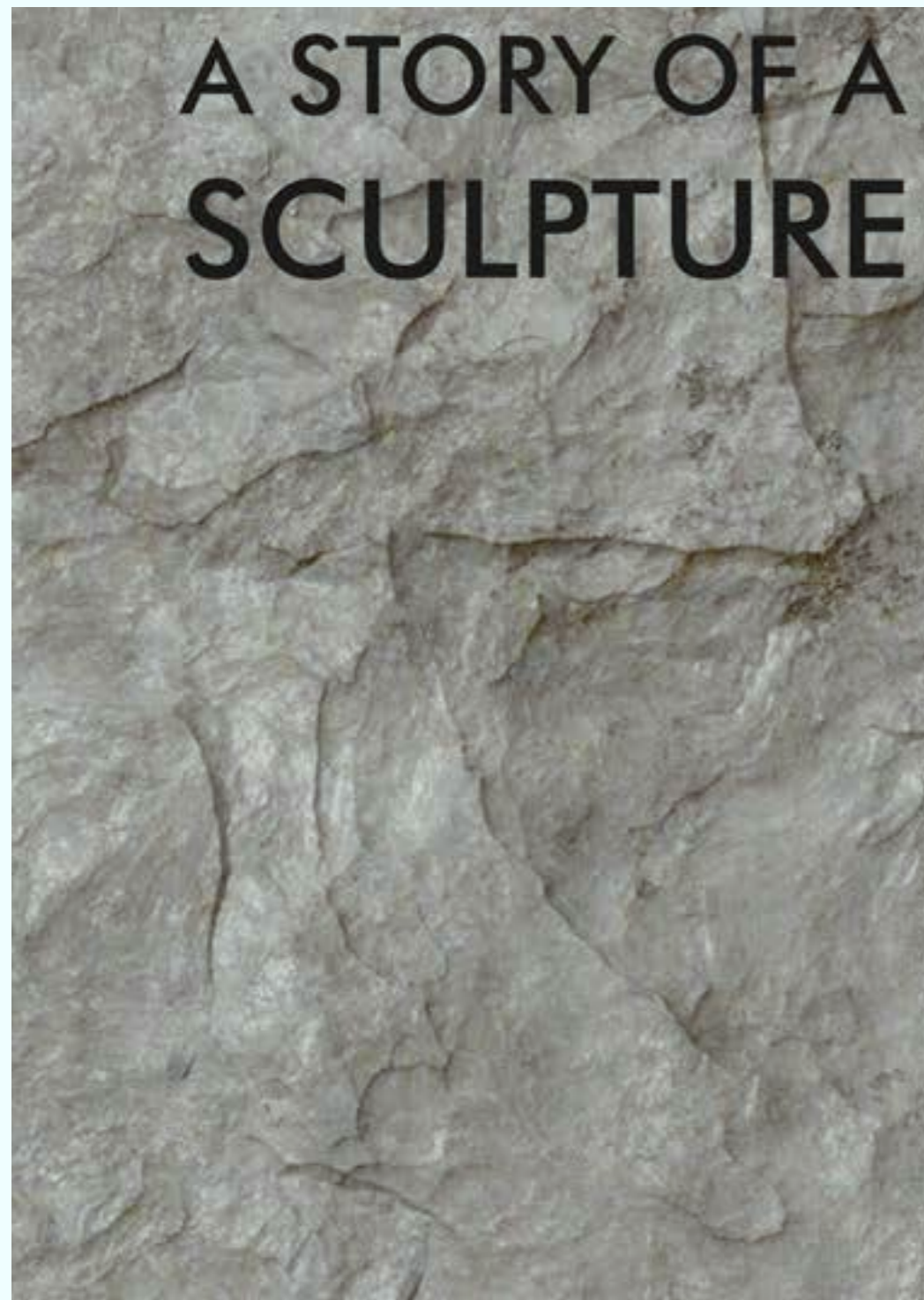
ROLE: **Team Designer (General Concept Idea, Diagrams, Rendering Post-production, Lobby Concept and development).**

The Rielz SPA Interior concept is related to the process of realization of the sculpture. The idea comes from the fact that going to a SPA is a way for people to bring their inner beauty also to the surface as if they were statues "carved out" from a rock block.

The lobby and waiting area materials are a juxtaposition of natural finished stone and larch wood. Proceeding further there is a long hallway connecting the different treatment rooms. Here the materials become warmer and with half polished finishes. Finally, the treatment rooms and VIP Rooms will be decorated with golden finishes over polished surfaces (marble and white plaster), as jewels coming to light after the carving process.

A STORY OF A SCULPTURE

雕塑的故事





BHG PRAGUE PLAZA

YEAR: 2021

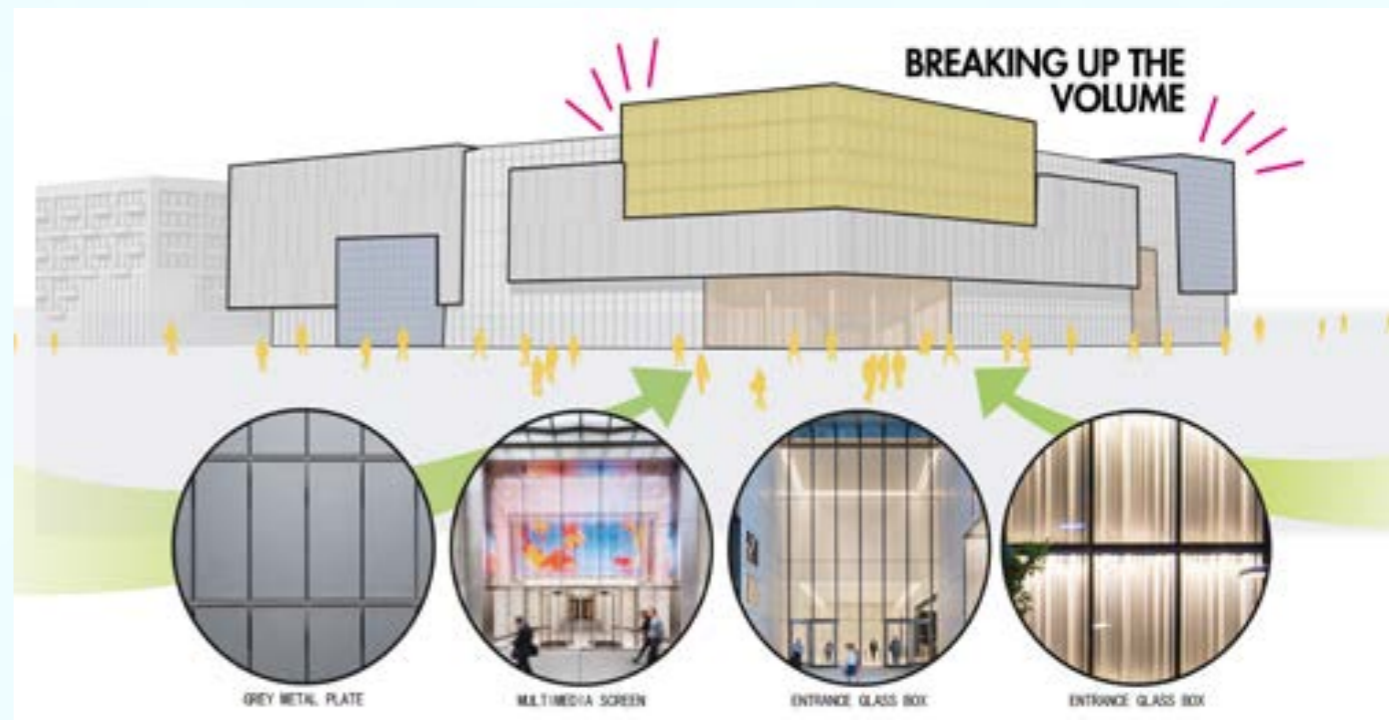
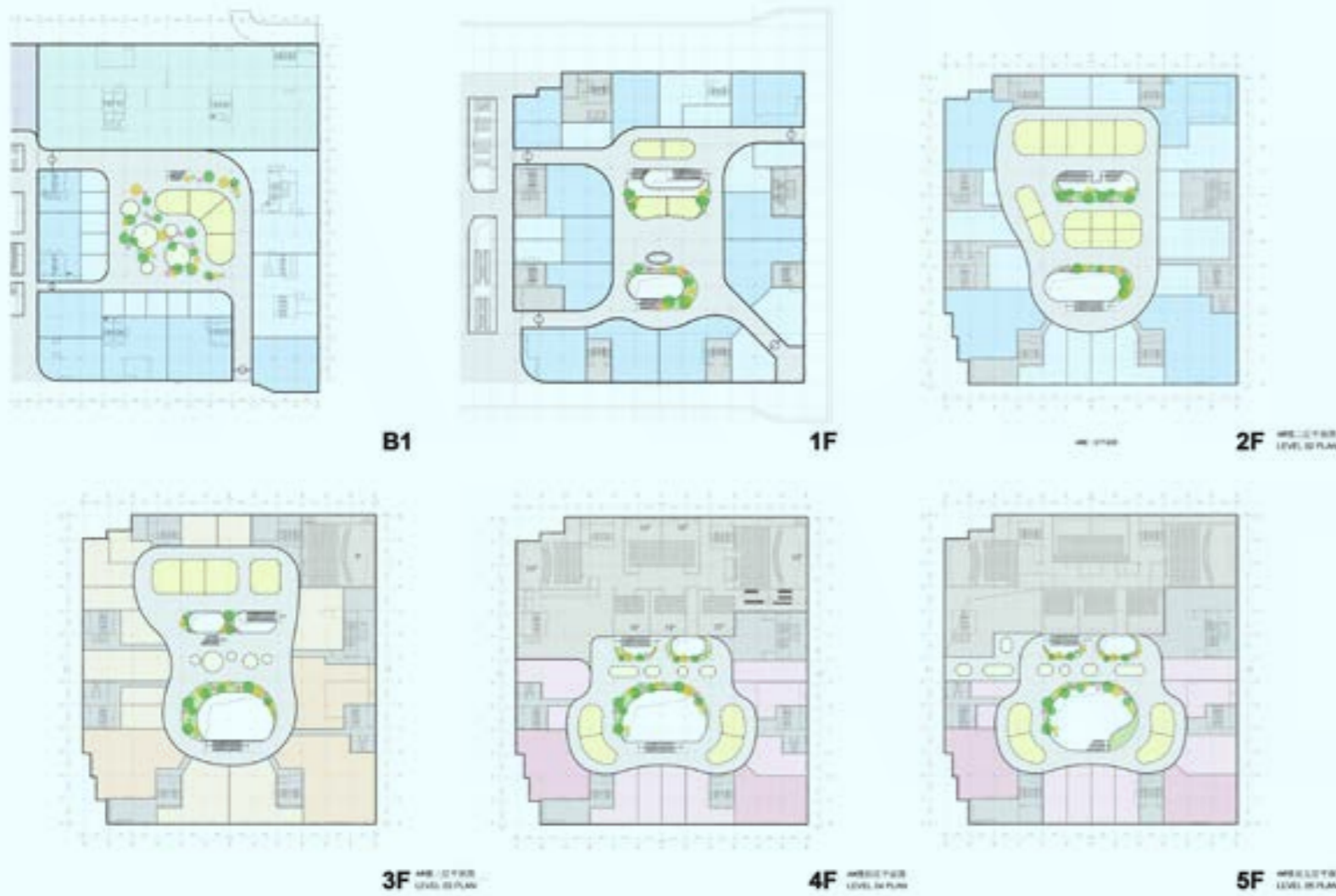
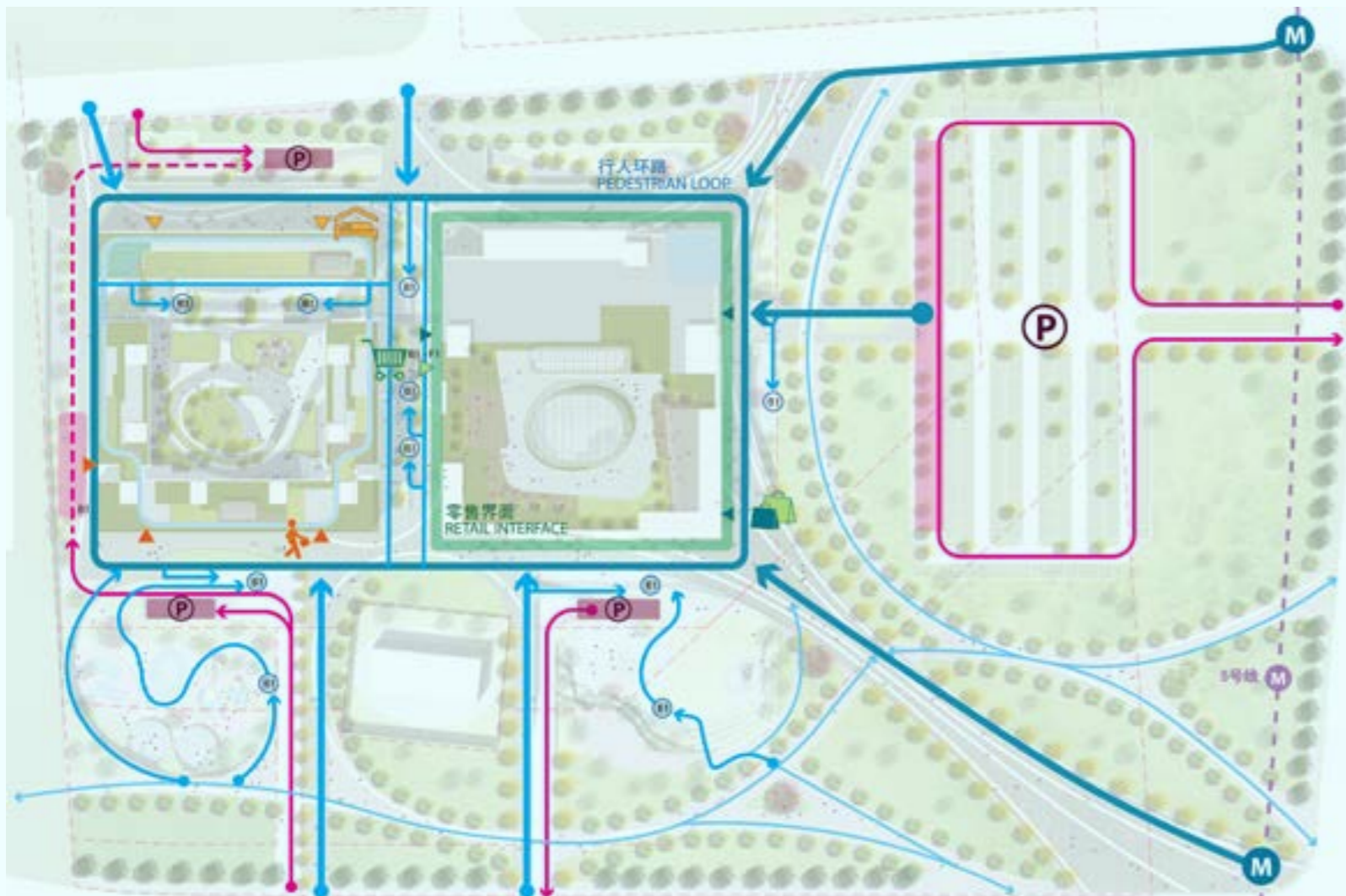
STAGE: **Concept**

ROLE: **Team Leader Designer (Site Concept Idea, Masterplan Zoning, Diagrams, Rendering post-production, Shopping Mall Facade Concept and Modelling, Interior design draft Concept, Landscape Concept, Modelling and Development).**

The BHG Prague Plaza in Beijing is a retrofitting intervention of an unfinished shopping centre. The new property wanted to realize a mixed-use complex with multiple business activities. The project implemented the circulation and exterior spaces with a landscape favouring people fluxes. Moreover, the simple facades will improve the feeling of human scale, while making the different building functions easily readable (while saving costs). Finally, the initial interior design studies integrate green islands, and enlightened public spaces and corridor to improve the welcoming atmosphere and enhance the shopping experience.









WHYNDAM GRAND PLAZA ROYALE

YEAR: 2021

STAGE: **Concept / Schematic / Detail**

ROLE: **Main Designer (Hotel general plans and facade concept and development, Guests rooms interior design, Diagrams and detail studies [Frits, Facade partition, Cantilevers, Materials, Illumination, etc.], Rendering and post-production, Cad development [Plans, Elevations, Sections and Details]).**

The hotel consist of a tower of 93 meters, divided into 4 volumes shifted along the vertical axes, The top floors, hosting the lobby, the swimming pool and social gathering areas are externally decorated with fritted glasses in the shape of peony flowers, as requested by the client. The podium has a reception lobby, café, shops and service areas on the first floor, while a restaurant and terraces on the second floor

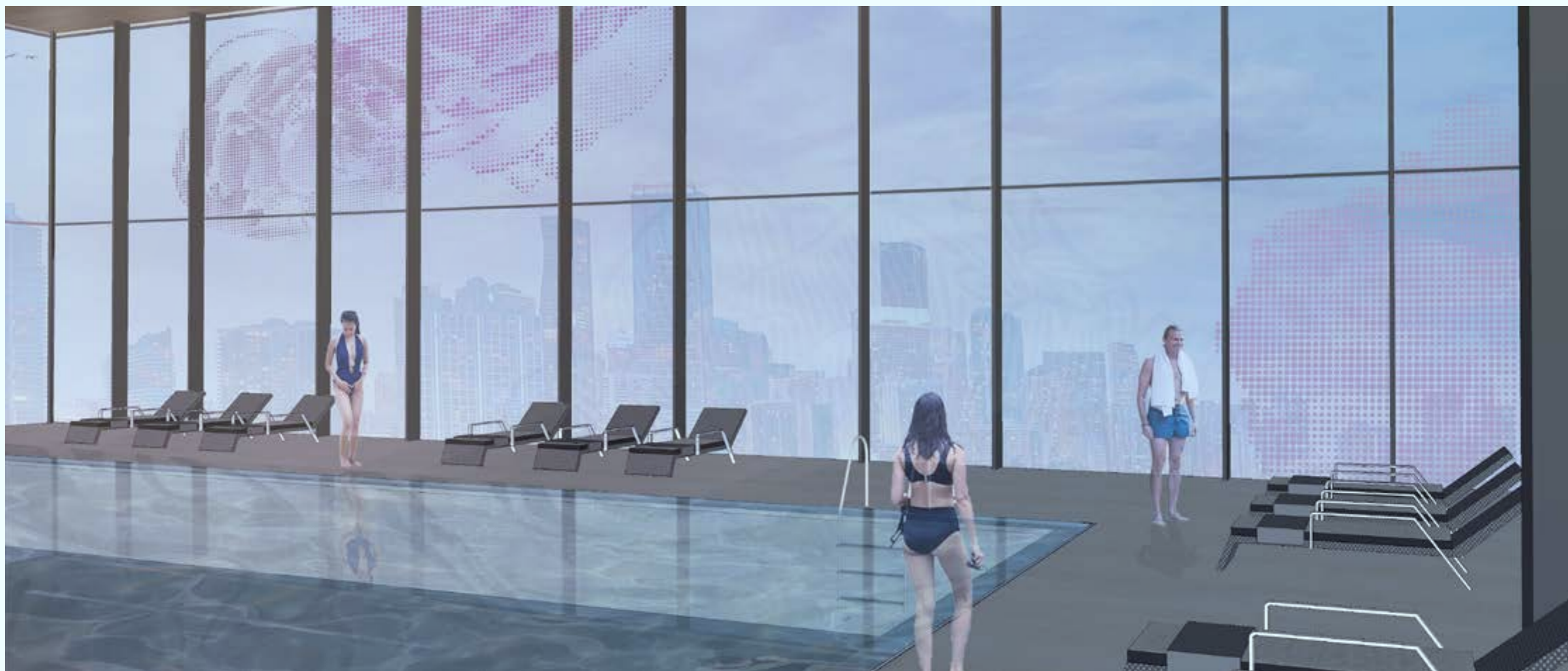
The hotel will be integrated with a retail street and a residential compound.

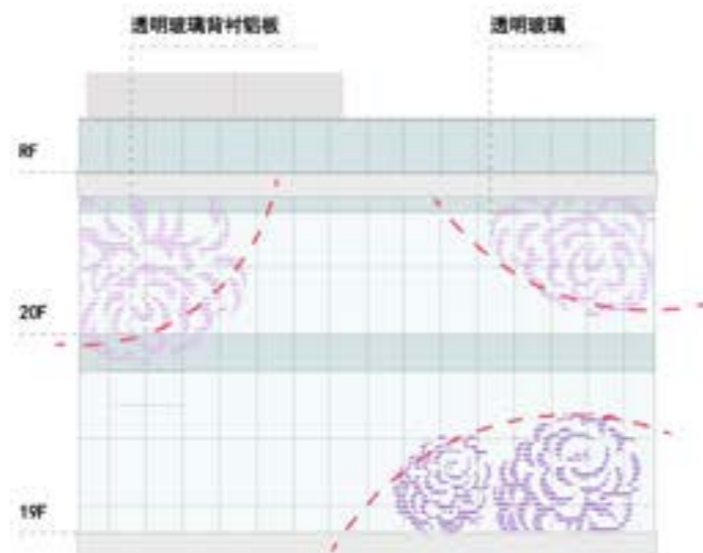




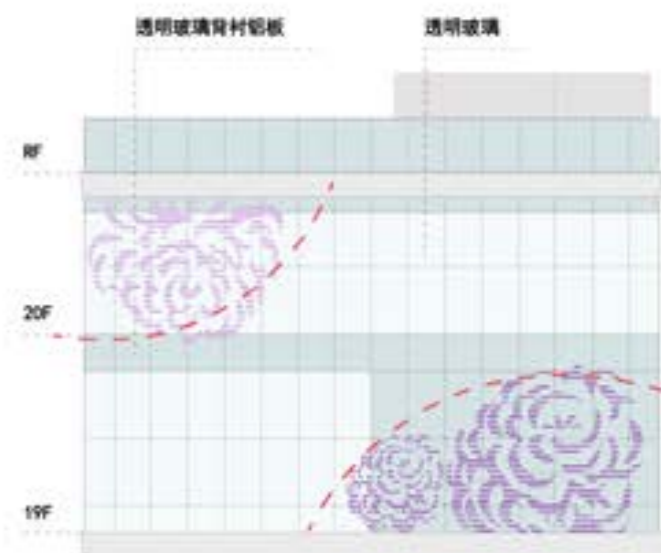
Plaza Royale
WYNDHAM GRAND



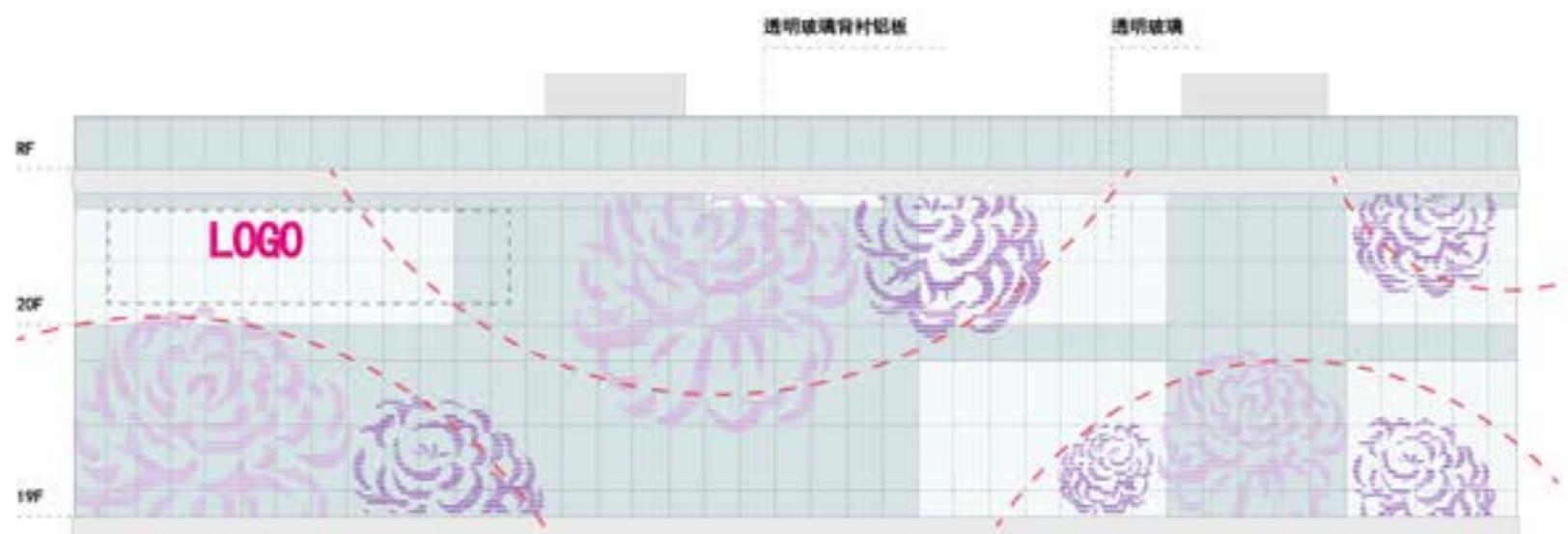




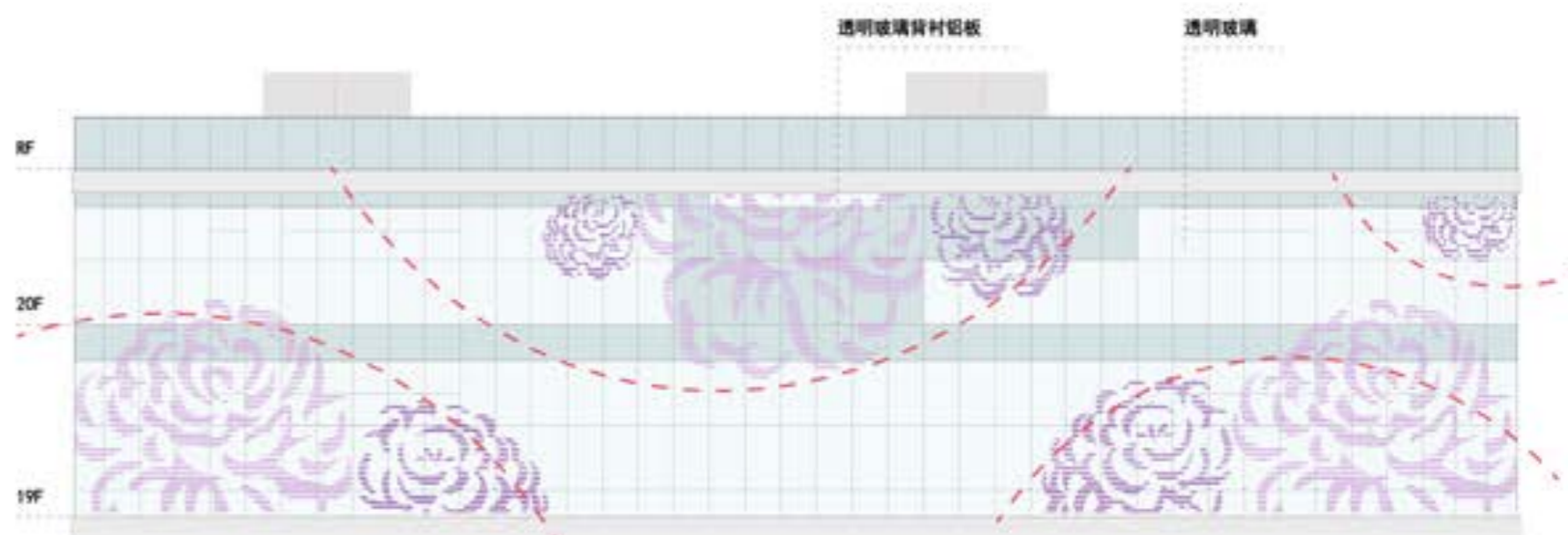
东立面



西立面



北立面



南立面





CHENGDU RAILWAYS CENTRE

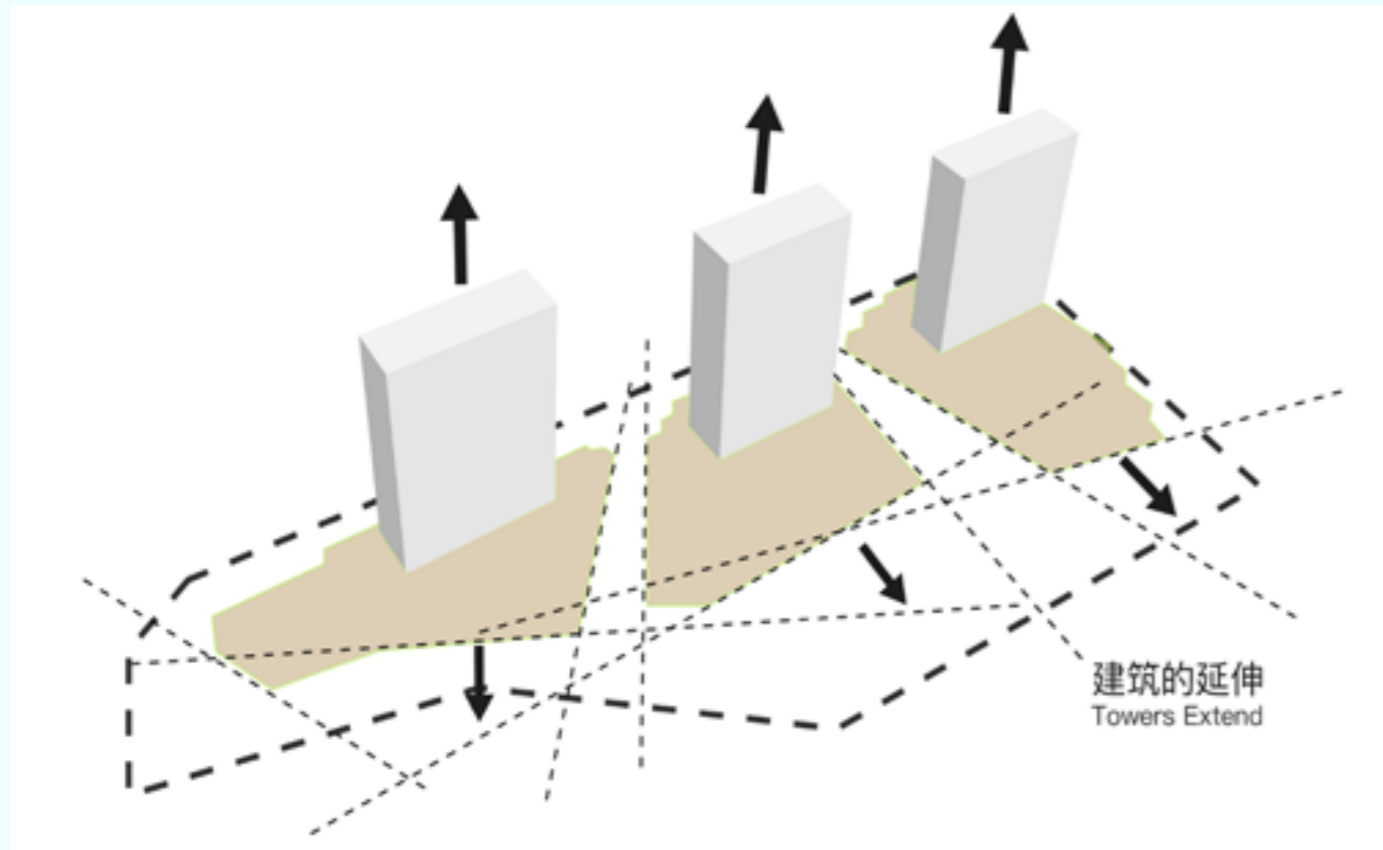
YEAR: 2021

STAGE: **Concept / Schematic**

ROLE: **Team Leader Designer (General Masterplan and terraces Concept and Development, Diagrams, Landscape concept and development, Renderig and Post-production, Interior design for the *Hotel Lobby and Inner Spaces*).**

The Chengdu Railways Science and Innovation Center is situated in a new district just outside Chengdu. The centre will hosts multiple business activities. For this reason, the client, in order to achieve a more harmonious result, requested a complete synergy among landscape, architecture and interior spaces to attract visitors while keeping a formal and clean image, adequate to the general area environment.

CONCEPT: The engine of the future



BUILDING GENERATION

The building is generated by the vertical extension of 3 towers and by the horizontal expansion of 3 terraces, continuing the design language of the towers.



GREEN EXTENSION

The ground landscape extends its green tracks upward from the park landscape outside the site and overlaps with the roof layer in the site to form a dynamic and diverse landscape space.

文星浮桥的历史
Memory of the ancient town



山水之城
Understanding of the surroundings



红色往事和旅游特色
Promote social ideals



设计概念
DESIGN CONCEPT

桥梁连接着...
A BRIDGE TO CONNECT...



地方
Place



记忆
Memory



人
People

桥梁设计部分
BRIDGE DESIGN

设计思路 DESIGN STRATEGY
重新诠释场地历史元素
RESHAPING THE BRIDGE ELEMENTS

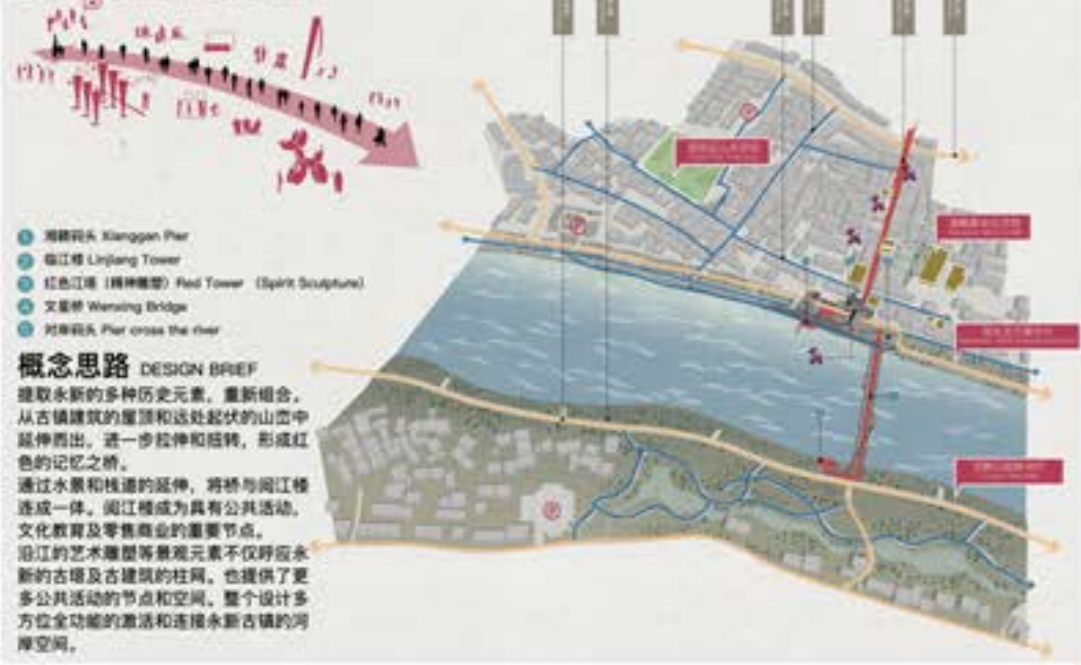


以古镇建筑和山脉为形
INTRODUCE THE BRIDGE STRUCTURE



整体区域策略
URBAN PLANNING

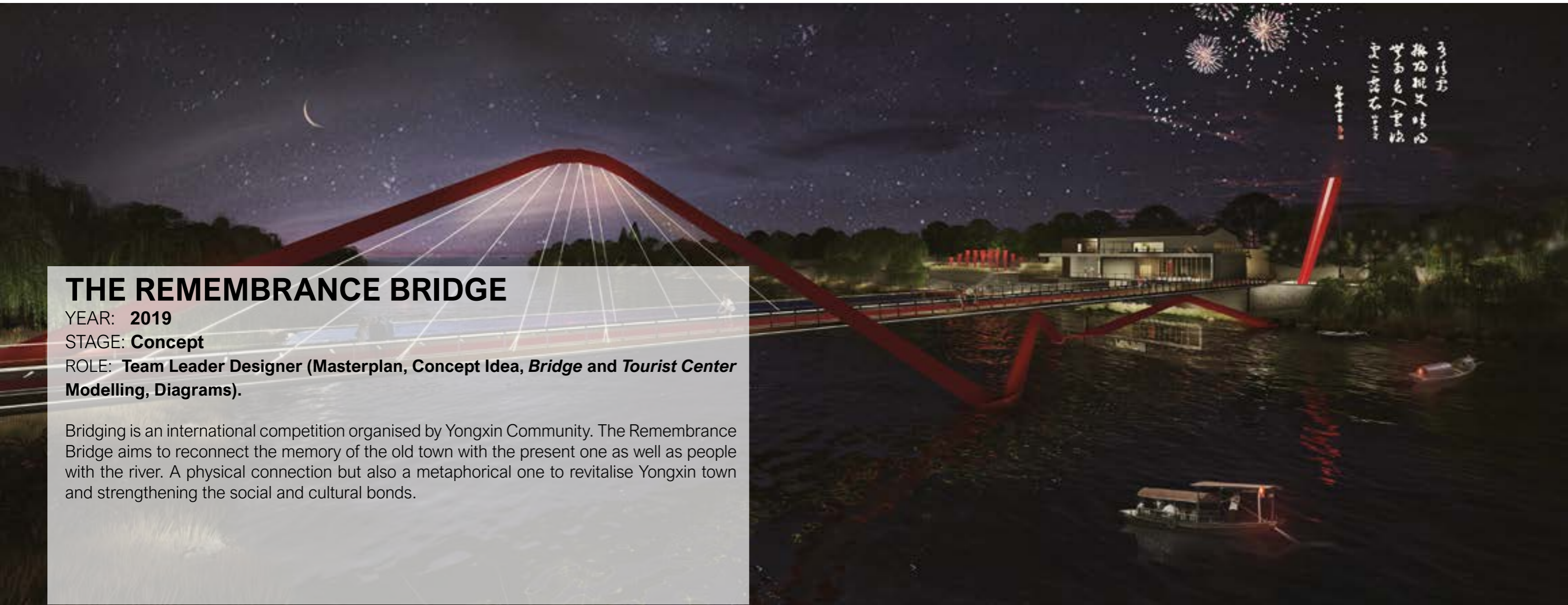
重新激活河岸及古镇
REACTIVATE THE RIVER AND TOWN



- 1 渡船码头 Xianggen Pier
- 2 临江楼 Linjiang Tower
- 3 红色江塔 (精神雕塑) Red Tower (Spirit Sculpture)
- 4 文星桥 Wenxing Bridge
- 5 对岸码头 Pier across the river

概念思路 DESIGN BRIEF

提取永新的多种历史元素，重新组合，从古镇建筑的屋顶和远处起伏的山峦中延伸而出，进一步拉伸和扭转，形成红色的记忆之桥。通过水景和栈道的延伸，将桥与临江楼连成一体，临江楼成为具有公共活动、文化教育及零售商业的重要节点，沿江的艺术雕塑等景观元素不仅呼应永新的古镇及古建筑的气韵，也提供了更多公共活动的节点和空间。整个设计多方位全功能的激活和连接永新古镇的河岸空间。



多清秋
换却观又晴的
世面色入重城
文二落石

THE REMEMBRANCE BRIDGE

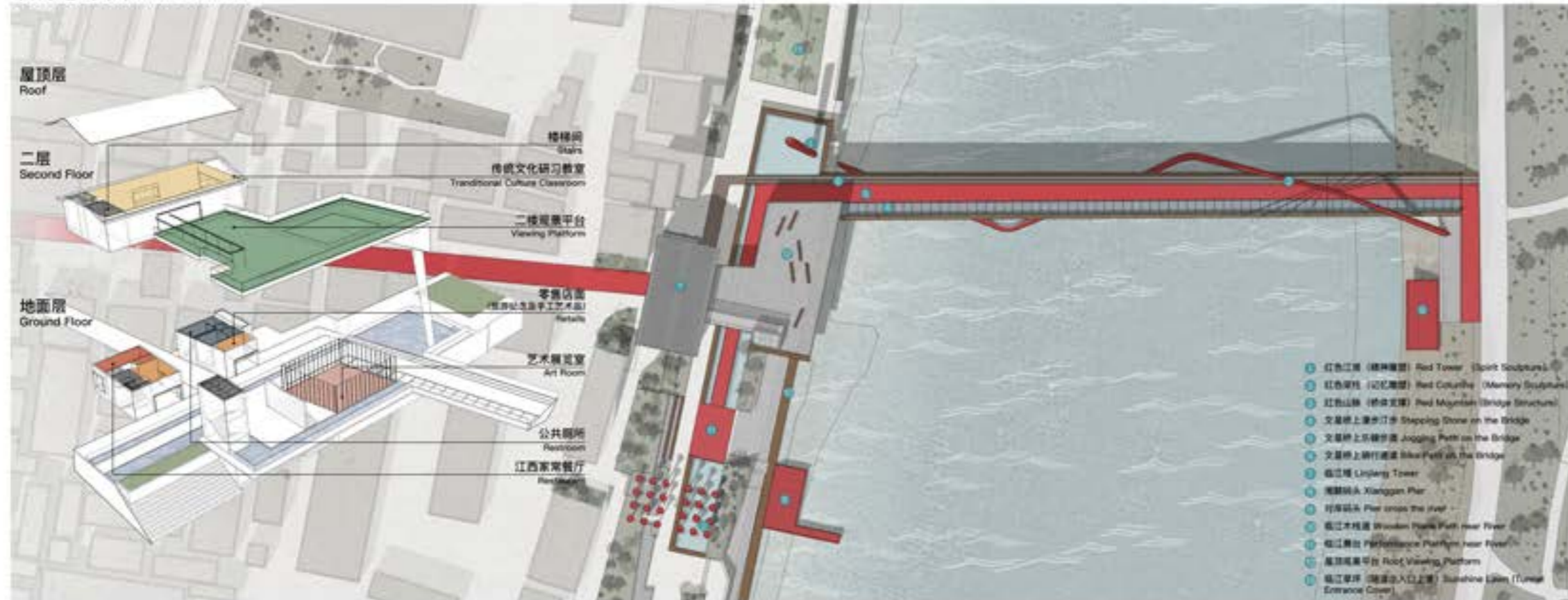
YEAR: 2019

STAGE: Concept

ROLE: Team Leader Designer (Masterplan, Concept Idea, Bridge and Tourist Center Modelling, Diagrams).

Bridging is an international competition organised by Yongxin Community. The Remembrance Bridge aims to reconnect the memory of the old town with the present one as well as people with the river. A physical connection but also a metaphorical one to revitalise Yongxin town and strengthening the social and cultural bonds.

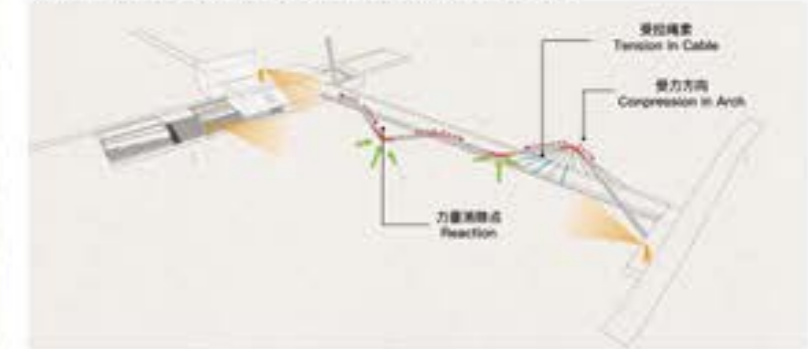
设计总平面 MASTER PLAN



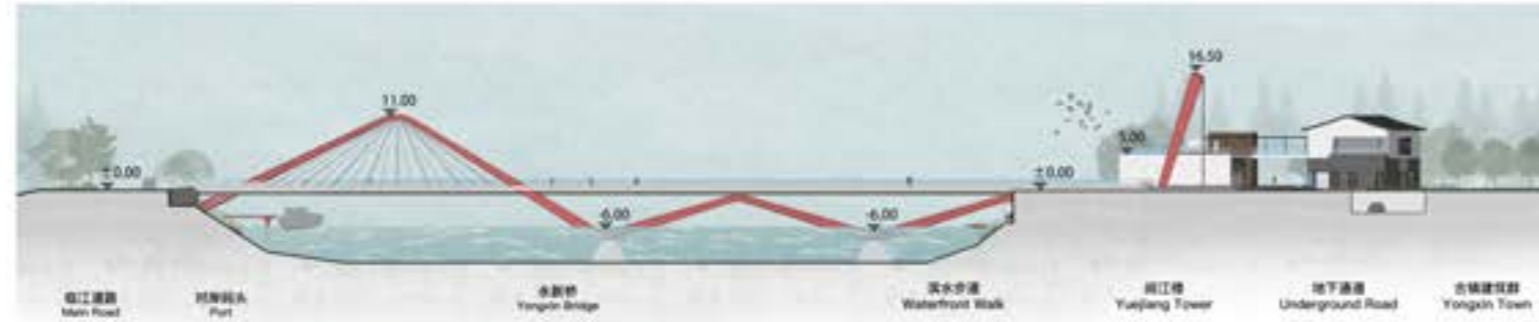
桥梁流线分析 BRIDGE FLOW ANALYSIS



视线及受力分析 SIGHT & FORCE ANALYSIS



桥梁剖面 BRIDGE SECTION



桥梁结构细节 BRIDGE DETAIL

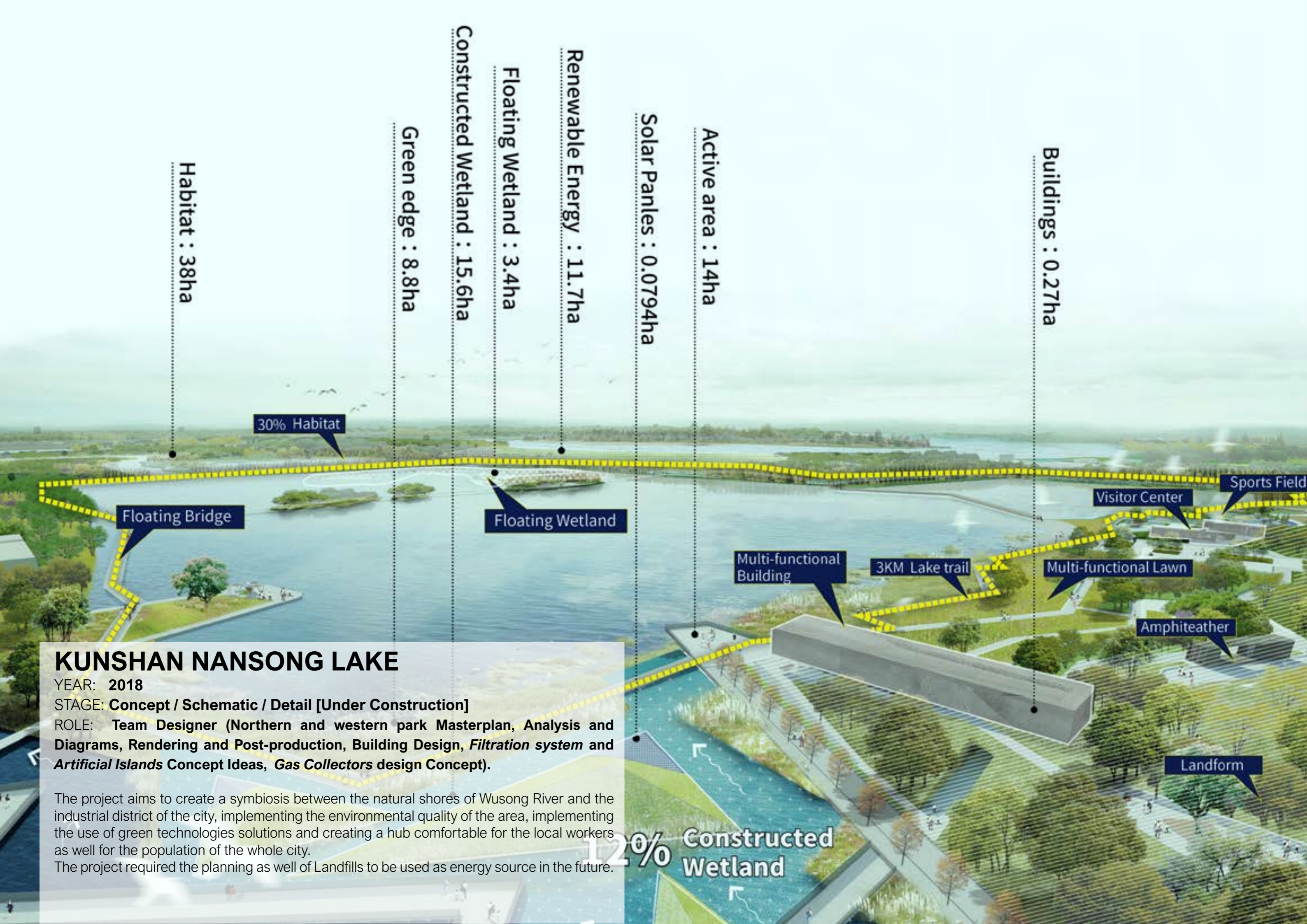


桥南侧 SOUTH SIDE OF THE BRIDGE



桥北侧室内 NORTH SIDE OF THE BRIDGE INTERIOR





KUNSHAN NANSONG LAKE

YEAR: 2018

STAGE: **Concept / Schematic / Detail [Under Construction]**

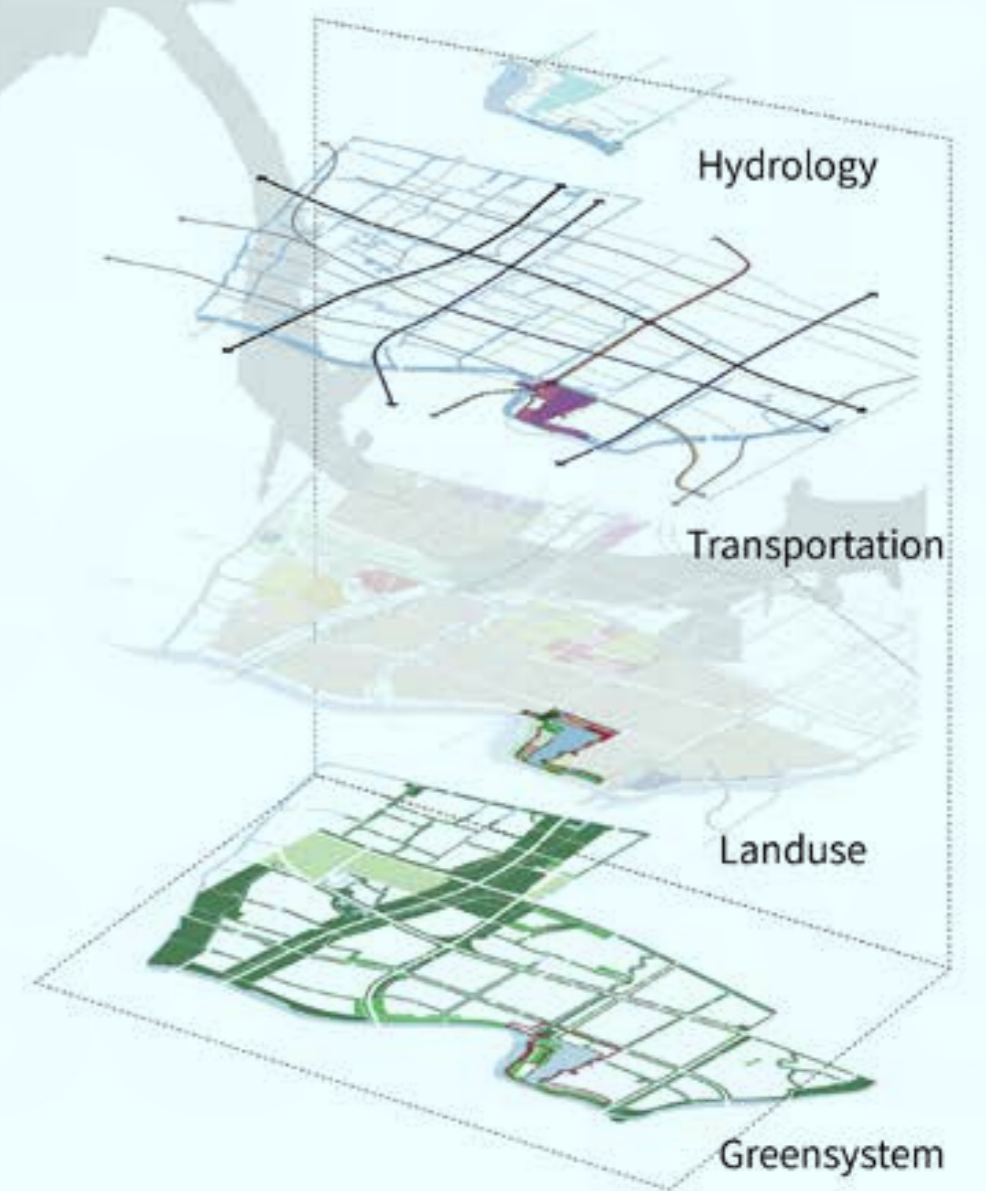
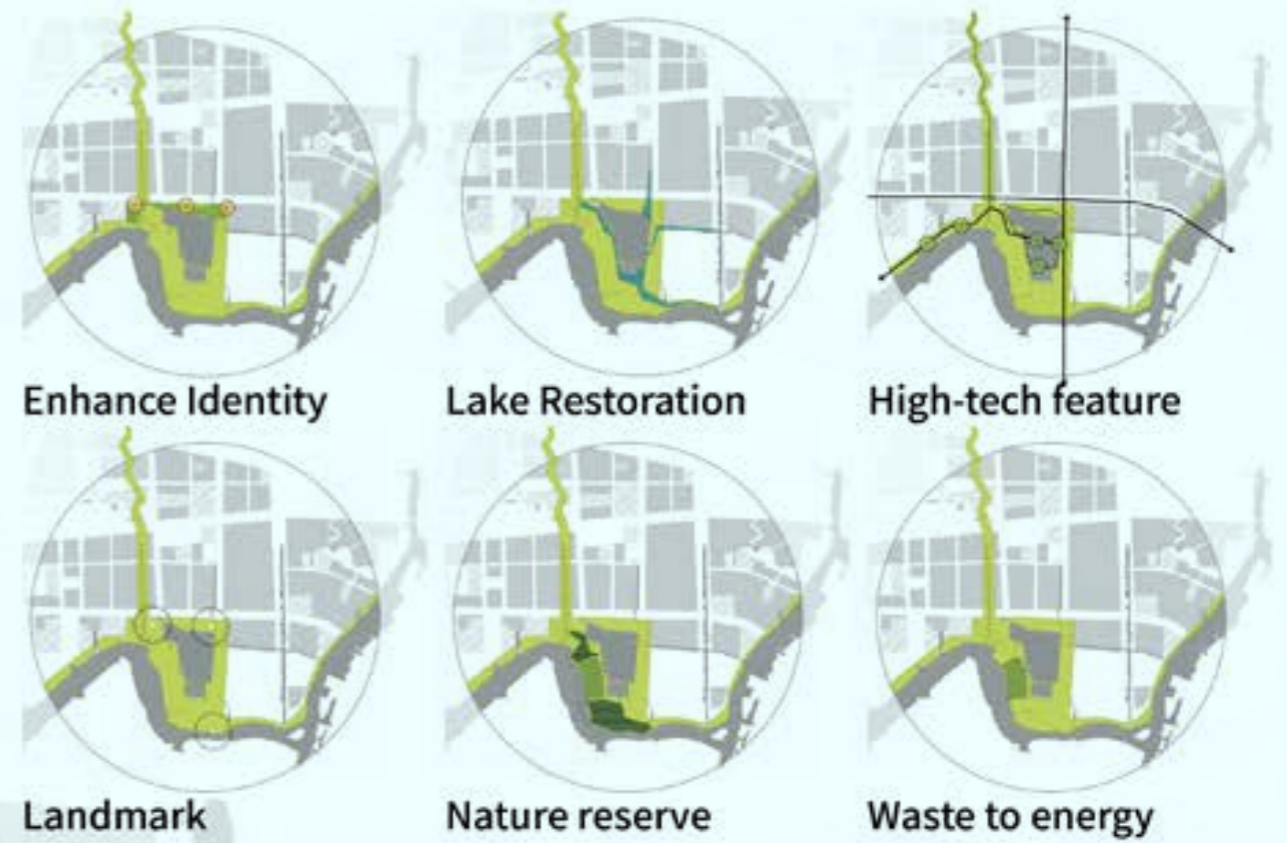
ROLE: **Team Designer (Northern and western park Masterplan, Analysis and Diagrams, Rendering and Post-production, Building Design, *Filtration system* and *Artificial Islands* Concept Ideas, *Gas Collectors* design Concept).**

The project aims to create a symbiosis between the natural shores of Wusong River and the industrial district of the city, implementing the environmental quality of the area, implementing the use of green technologies solutions and creating a hub comfortable for the local workers as well for the population of the whole city.

The project required the planning as well of Landfills to be used as energy source in the future.

12% Constructed Wetland

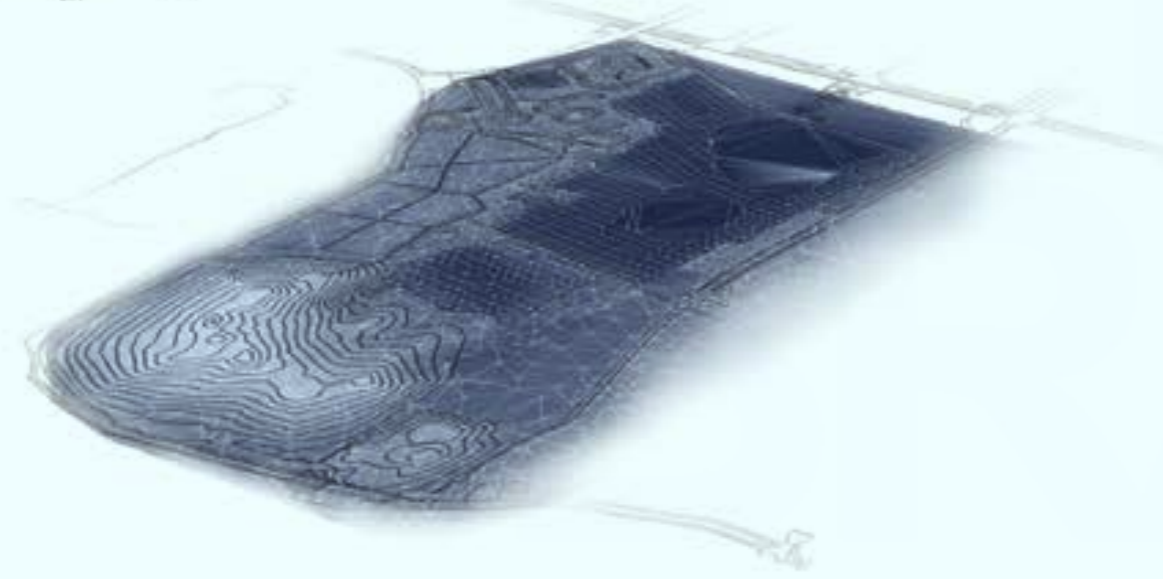
PLANNING FRAMEWORK



STRATEGY B: LAKE RESTORATION

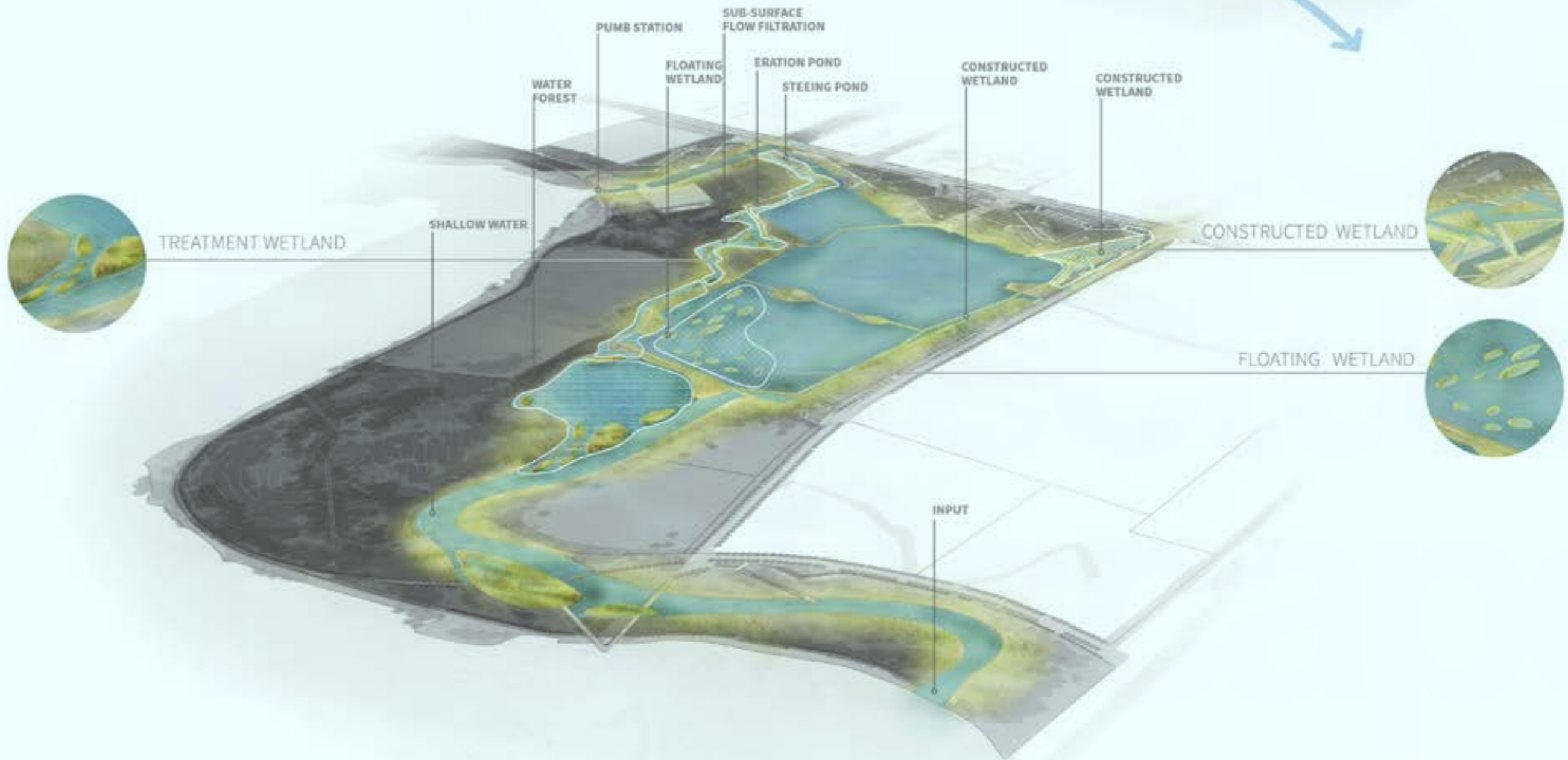
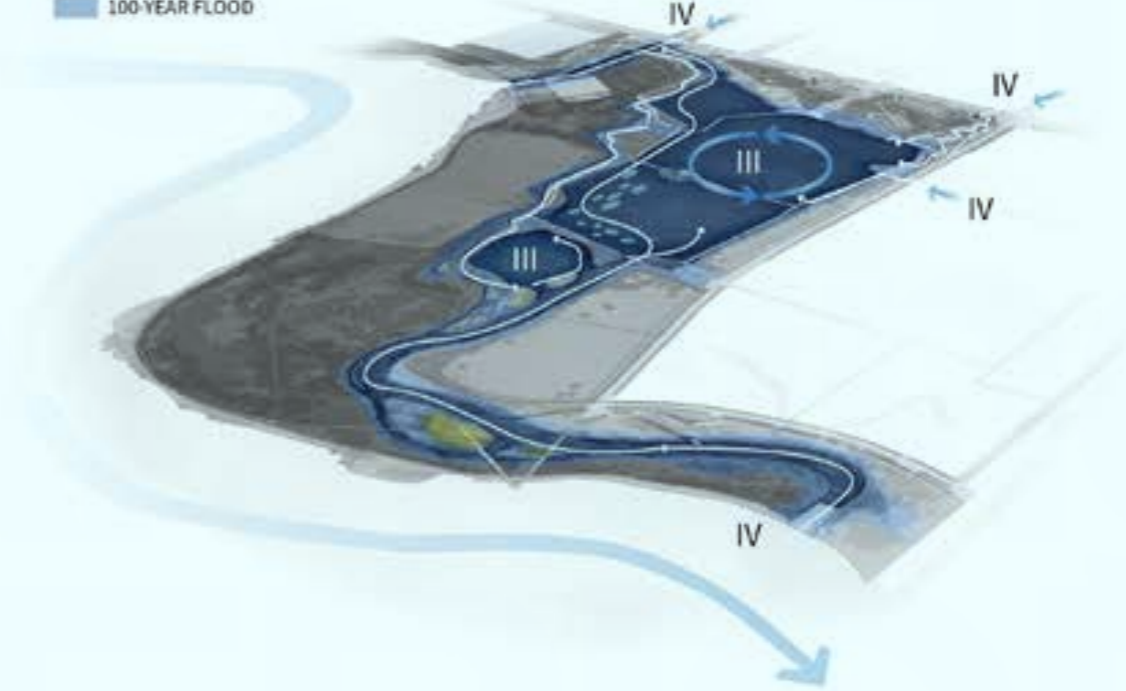


LEVEL ANALYSIS



- NORMAL WATER LEVEL
- 20-YEAR FLOOD
- 100-YEAR FLOOD

IMPROVE WATER QUALITY & RESILIENCE

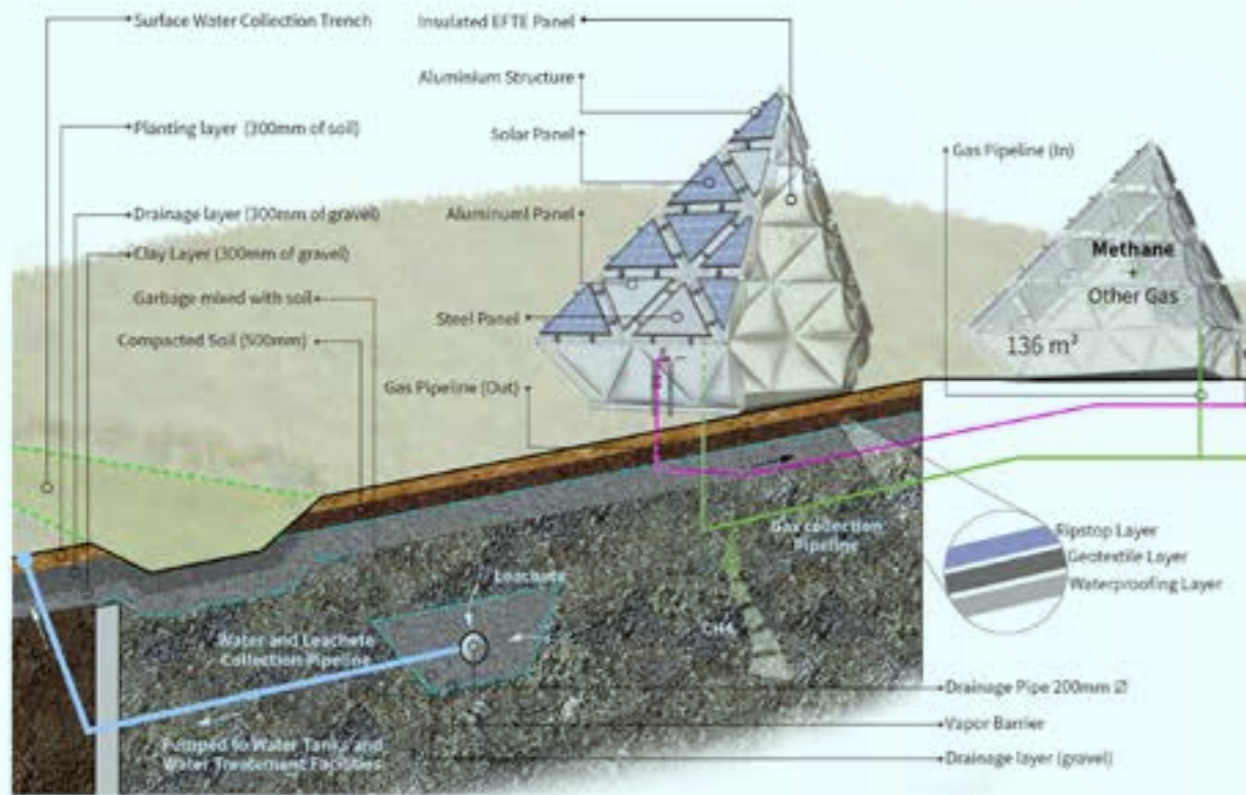


STRATEGY D: WASTE TO ENERGY

10100 kWh/annum

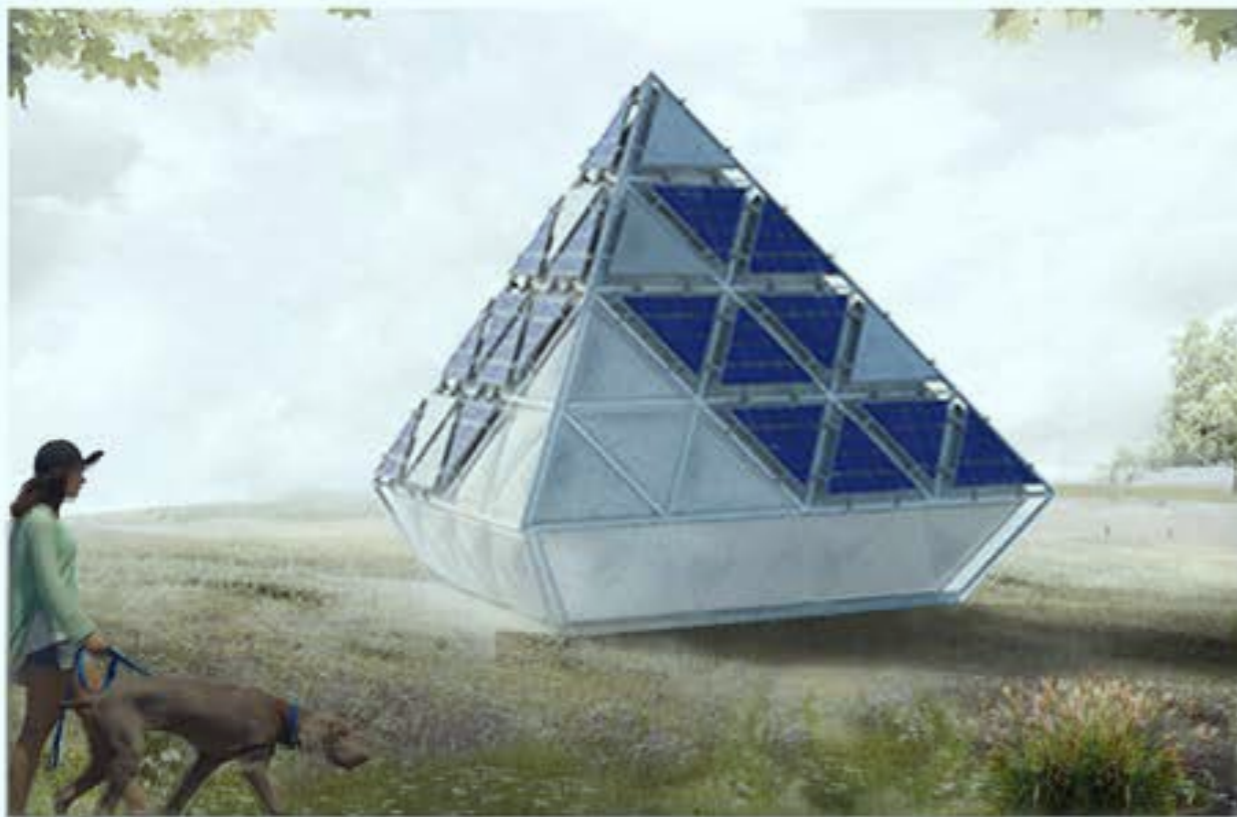
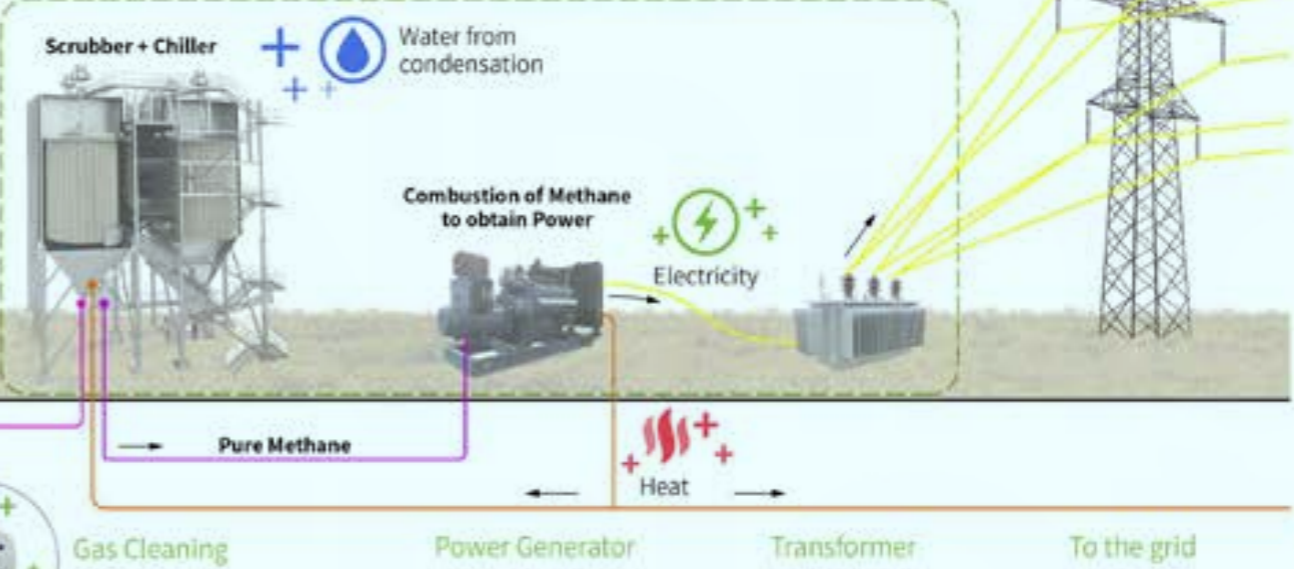
3000 m³ of Containing Capacity of Methane Gas distributed among 22 structures

LANDFILLS



Gas Extraction and Collection

Combined Heat and Power Process Diagram



FROM 1 TO 15 YEARS: STRUCTURES SEALED TO COLLECT GAS



AFTER 15 YEARS: STRUCTURES RESHAPED TO WORK AS PAVILLIONS

THANK YOU

CONTACTS



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