

First published February 2007
Copyright © China Trend Building Press Limited
trend@building.com.hk



James Law Cybertecture



Corporate profile

James Law Cybertecture International is a pioneering global consultancy specializing in the design and construction of Cybertecture projects. These include futuristic architecture, infrastructure and city planning, strategic planning of new business and communication models, advance research and production of custom software applications that power Cybertecture projects.

In the merging of these services and projects, James Law Cybertecture International develops the core Cybertecture vision of the world, in which the present and future world is designed and created, inspired in a symbiotic balance between design and technology.

Mr James Law, the Director of the company, has designed some of the most innovative Cybertecture projects in China, Korea,

Singapore, Sri Lanka, Japan, Dubai and Hong Kong, etc. Major projects include the artificial intelligence media laboratory for the Hong Kong SAR Government; a new chain of automated cyber post offices for the Hong Kong Post Office; the 'Bricks and Clicks' shopping mall — Dickson Cyber Express; a large-scale interactive Cybertecture centre for China Telecom; the 'morphable' house in partnership with IBM in Denmark; the iPad Tower — advanced residential tower located in Dubai, etc. James Law Cybertecture was also involved in the conceptual design of a Cybertecture Memorial Plaza at the site of the fallen World Trade Center Towers in United States; and was consulting for the United Nations for the design of a virtual world archive designed to preserve World Heritage Sites.



Dickson Cyber Express



ICC Showsuite

James Law Cybertecture International is currently working with unspecified partners on a worldwide memory communication project code name OHM that revolutionizes the function of communication between the entire population on earth based on memory fragments, as well as other technology projects including U-City in Korea.

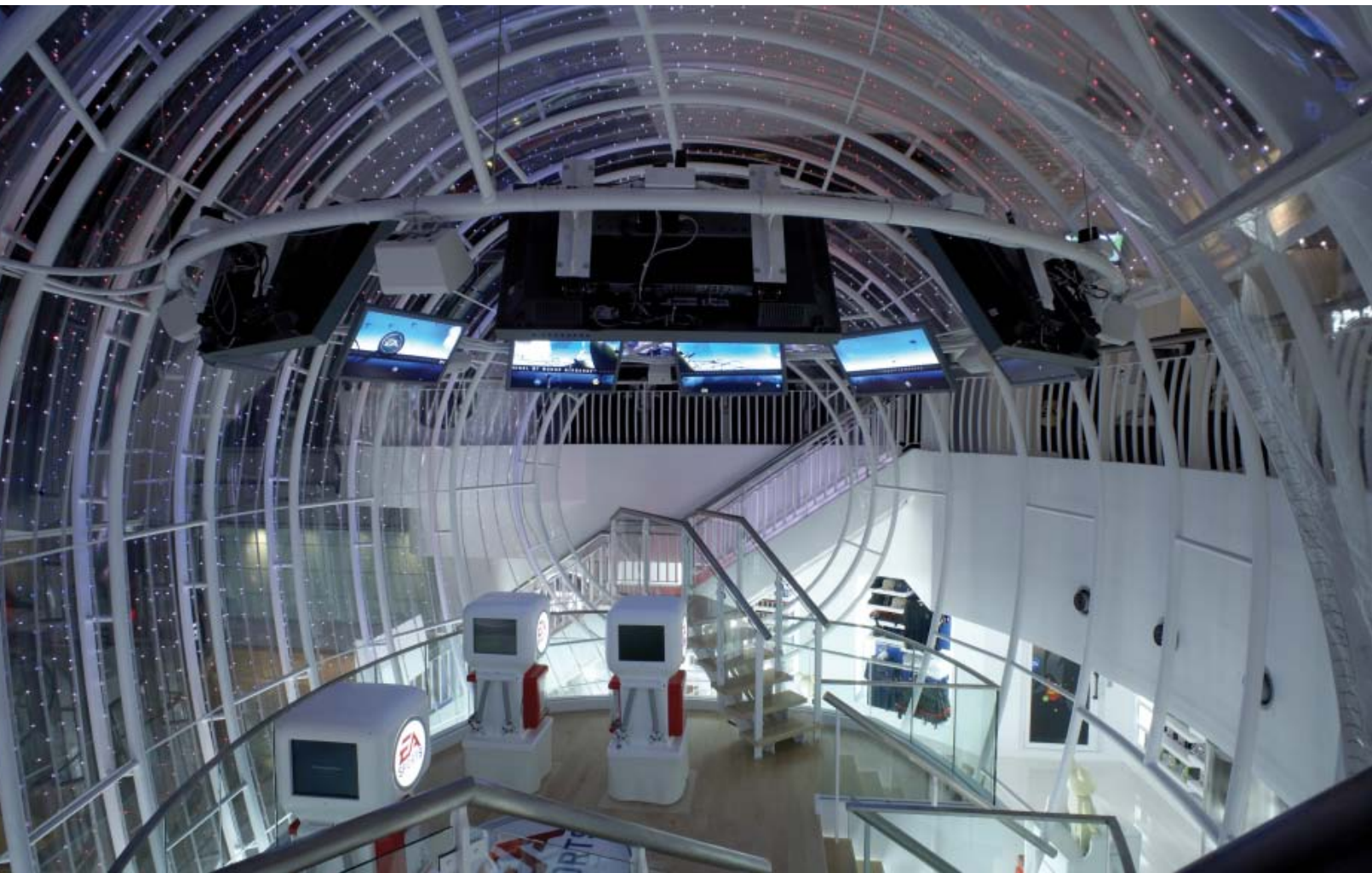
Cybertecture design concept

Cybertecture is the pioneering design concept coined by James Law in 2001. The discipline fuses the worlds of technology with architecture to present cyber-based solutions integrated within each facet of the built environment. A room that has been built by a Cybertect will carry features that have been seamlessly woven in to its design — resulting in an environment

that provides optimum utilitarian and aesthetic pleasure to its users.

Cybertecture is the play of hardware and software in spatial volume, creating the mechanics that operate as part of the Cybertecture world's fabric. In Cybertectural projects, the hardware (architecture and interiors) is as important as the software (the application of technology). As the world becomes inter-connected and globalization ever apparent, Cybertecture offers definitive solutions redefined to encompass both the worlds of technology and architecture. The world of Cybertecture provides a limitless world of possibilities — projects requiring this have led to an evolution that has technology with architecture merged together in a futuristic balance.

Completed projects





Electronic Arts

Electronic Arts (EA), a worldwide computer gaming company, unveiled the state-of-the-art gaming mecca, EA Experience, on November 2006. Located on the first floor of the revitalized Peak Tower, EA Experience allows gamers and travelers to experience gaming in immersion spaces that takes them beyond console play.

James Law's design concept was to create zones of Cyberecture activities in EA Experience. The centerpiece is a virtual stadium in the guise of a transparent egg interlaced with LED points, providing a stage for concerts, competitions and events. Wrapped around this is a revolutionary interactive retail space, as well as an upper deck containing interactive game pods, games kiosks and driving simulations.

EA Experience features over 75 game stations and was a unique and innovative showcase of Cyberecture gaming. The new EA Experience offers the ultimate in entertainment to gamers and non-gamers alike the opportunity to experience the white-knuckle world of EA through different zones by entering into interactive areas dedicated to The Sims, EA Speed Experience, EA Virtual Stadium and EA Game Stations, visitors become truly immersed in the highly-charged world of EA.

James Law Cyberecture International was responsible for the design of EA Experience project.



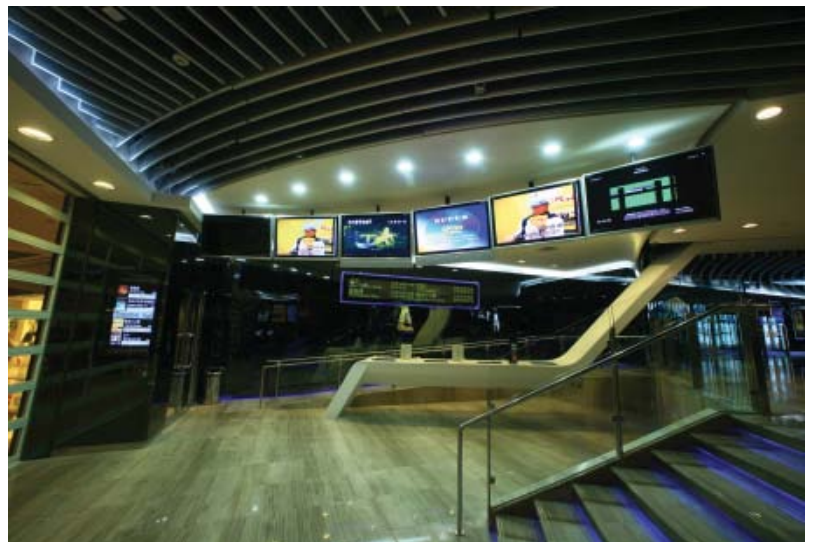




AMC Pacific Place

Situated at the L1 floor of Pacific Place, AMC Cinema Pacific Place was opened in December 2006. James Law Cybertecture International is the architect and conceptual designer behind the newly renovated, state-of-the-art cinema complex.

AMC Pacific Place is markedly different from traditional cinemas with its interpretation of kinetic spatial design which serves to blur the lines between form and function. The ticketing box is no longer enclosed in a conventional glass box, but is more akin to





modern sculpture or the lobby of a chic boutique hotel, protruding outwards to skilfully incorporate the technology used to issue tickets. The cinema's design has been configured so that the moment patrons enter, they will be transported to a totally new cinema experience.

Inside, the walls of the Cybertectured cinema comprises sculptural, organic shapes molded together to form a U-shaped corridor, creating a journey of discovery at the entrances of each cinema auditorium. The cinema's design has been configured so that from the moment patrons arrive, they are



transported to a totally new cinematic experience.

An aerodynamic ceiling with a metallic coating carries a river-like pattern which is carried throughout the foyer of the cinema. The same pattern is also reflected on the floor featuring thin stainless steel embedded into the floor to give a directional glance for the audiences to the auditorium. Each theatre offers movie goers the ultimate in design and luxury. The auditorium entrance is marked by a scribed number set into the wall that is lit by LED lighting, with all facets of signage reinterpreted as part of the architecture.







The six auditoriums have a capacity for over 600 cinema-goers. AMC Pacific Place boasts Hong Kong's best three-way SRD-EX audio system for crystal clear sound reproduction. Comfort has clearly been considered throughout the cinema's design as each theatre has been upholstered with sumptuous French leather seats; and to top it off, it is the only cinema in town with all-in-one washrooms to guarantee the utmost comfort and privacy.

The VIP theatre provides seating for 39 and is the ultimate venue for intimate corporate receptions and private parties. All seats measure a generous 1.2 m in width with plenty of leg room to spare. The VIP room creates a luxurious space that is clean and modern in design and feel.

AMC Pacific Place is a breakthrough project in design as the use of Cyberitecture here provides audiences with the ultimate in comfort and luxury.

AMC Festival Walk



Palace APM Cinema

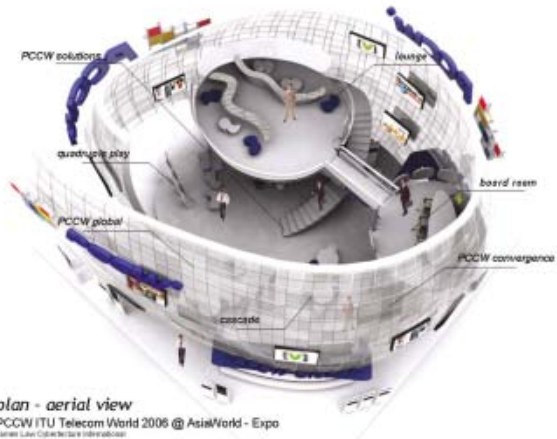
The design centers onto three to four major spaces that have Cybertecture significance. The first is a multi-purpose space that contains ticketing and AV product shop. The second is a cinema lobby that will have interactive elements, concessions, a multimedia curtain, and sofa lounge area. The third is a female toilet using private cubicle rooms for each customer. The fourth is a male toilet that will have cubicles and urinals commanding a panoramic view over the city.

The design includes colour kinetix lighting, human presence detection devices, cyber character control and host, fibre optic projections, home automation devices and animatronic presentations.



International Commerce Center showsuite experience

PCCW ITU 2006 Pavilion





iPad Tower, Dubai

James Law Cybertecture International has launched the design of the iPad building in Dubai for Omniyat Properties. The iPad building is a piece of Cybertecture that has architecture design inspired by the iPod in the form of a 26-storey luxury residential tower, and technology based on Cybertecture designed by James Law Cybertecture International. The design will be revealed to the public in early 2007. 