



上海市静安区南京西路 1717 号北院L1-L4 始祖鸟博物馆
Shanghai, Jinan District, Nanjinx Rd, No. 1717,
Northern yard L1-L4, ARC'TERYX Museum

关于传奇硬壳 Alpha SV

Alpha SV 夹克专为阿式攀登而设计, 是始祖鸟目前产品系列中耐磨性和防护性能最高等级的产品, 可谓名副其实的“风暴堡垒”。在轻装快速攀登的要求下, 夹克在保持轻量化的同时需要具有良好的耐久性和保暖性。同时, 在多变的高山环境中, 夹克需要应对低温、雨雪等不同天气, 使攀登者可以自由增减衣物, 并随时将它们收纳打包。夹克还需要兼容攀登运动的其他装备, 如安全带、头盔等。

About Legendary Alpha SV

The Alpha SV jacket is specifically designed for alpine climbing and stands as the pinnacle among all ARC'TERYX products in terms of wear resistance and protective performance-a veritable "storm fortress." Tailored for the demands of the lightweight and rapid alpine climbing, the jacket maintains excellent durability and insulation at the same time. Meanwhile, in the vicissitude high mountain environment, the jacket must accommodate different weather conditions, such as low temperature, snow, and rain, allowing climbers to freely add or remove layers, and pack it away as needed. Additionally, the jacket also needs to be compatible with other climbing equipment, such as harnesses and helmets.

关于 ARC'TERYX 始祖鸟

1989年创立于加拿大海岸山脉, 扎根于高山的高端专业户外品牌。专注科技与时尚相结合的先锋观念, 独树一帜的产品风格, 在全球户外领域一枝独秀。作为一个专业的户外品牌, 始祖鸟对于自然环境的关注也一马当先, 独特的制作工艺与环保的材料无不体现着可持续发展的品牌文化。

About ARC'TERYX

A global design and manufacturing company, specializing in technical high-performance outerwear and equipment. Focusing on the pioneering concept of technology and fashion, a unique product style, stands out in the global outdoor field. As a professional outdoor brand, ARC'TERYX also paid attention to the natural environment. Its unique manufacturing process and environmentally friendly materials all reflect a sustainable brand culture.

关于 UCCA Lab

作为探索艺术多元合作可能性的跨界平台, UCCA Lab 参与各地政府文化项目, 与各领域杰出品牌和跨文化创作者携手呈现多元形态的艺术项目。UCCA Lab 通过深入合作在不同的社区、城市、国家发声, 将当代文化与艺术的魅力传递给更广泛人群的同时, 持续探索城市在地性实践, 不断拓展艺术项目边界。

About UCCA Lab

As an interdisciplinary platform for new kinds of art-adjacent collaboration, UCCA Lab has worked with local governments and cultural organizations throughout China, prominent brands across a variety of industries, and artists and creators across cultures to create bespoke art projects. By deeply collaborating with different communities, cities, and countries, UCCA Lab seeks to share the joys of contemporary art and culture with an ever-larger audience, continually exploring urban space, interacting with local contexts, and expanding the potential forms that art projects may take.

FIRST IN 1998.

STILL ALPHA.



传奇硬壳 Alpha SV 进化展
Evolution of the Legendary ARC'TERYX
ALPHA SV Jacket

空间与展陈设计: 沈若凡
艺术家: 任瀚
Space and Layout Design: Shen Ruofan
Artist: Ren Han

FIRST IN 1998. STILL ALPHA.
传奇硬壳 Alpha SV 进化展

近年来，户外攀登的意义已不在于征服自然，而是注重探索山野、挑战自我。今天，攀登已从一项专业户外运动拓展为都市人群的生活方式，ARC'TERYX始祖鸟在攀登领域的不懈探索正践行着当代攀登者突破自我的精神理想，用保护生命的户外产品保障每一次冒险，以可持续发展的理念守护高山生态。在山河雪岩间，攀登者与自然紧密联结，共生与共。

1998年，ARC'TERYX 始祖鸟品牌创始人 Jeremy Guard 和 Dave Lane 凭着对攀登的热爱，研发出了第一代 Alpha SV 户外夹克。SV 指代 severe (严苛的)，意味着这件代表始祖鸟团队卓越工艺的产品，将陪伴户外运动者度过险峻与挑战，陪伴他们达成自己的目标。ARC'TERYX始祖鸟诞生于加拿大海岸山脉，始终以高山为灵感。设计师，通常也是攀登者，常常从办公室前往附近的海岸山脉，以攀登者的体验亲测产品。在持续 25 年的潜心研发与迭代过程中，Alpha SV 的设计团队在原材料、工艺与设计等方面不断超越自我，开创了兼具功能与美学的独特设计语言。在攀登精神与设计进化的相互启发下，ARC'TERYX 始祖鸟与中国杰出当代艺术机构 UCCA 旗下 UCCA Lab 携手展开跨领域合作，以一场展览的形式讲述 Alpha SV 背后的故事，为观众打开高山攀登与户外服装设计的无限风景。

此次展览邀请艺术家任瀚创作特定场域装置作品《攀登 24d01》。在这组艺术作品中，任瀚选取了始祖鸟总部附近的海岸山脉作为创作基础，在墙面上凿刻出绵延不绝的雪山景观。海岸山脉是品牌的灵感来源和测试场地，雪山所象征的永恒之美与墙面被手工凿刻的痕迹形成了强烈的视觉张力，唤起观众对自然探险、攀登精神与气候变化的多层感知。此次展览的空间与展陈设计来自空间设计师沈若凡，他以建筑师克劳德·帕伦特的倾斜空间理论为灵感，打破传统的观展范式，在展览空间中塑造出高度不一的斜面 and 陡坡。观众将离开四平八稳的水平面，踏上崎岖不平的“山岩”，以攀登者的敏锐和勇敢，在观展中体会冒险的乐趣。

Evolution of the Legendary ARC'TERYX
Alpha SV Jacket

In recent years, the meaning of outdoor climbing has shifted from conquering nature to exploring nature and challenging the self. Today, climbing has evolved from a professional outdoor activity to a lifestyle for urban dwellers, and ARC'TERYX's relentless exploration embodies exactly the challenging spirit of contemporary climbers. By providing reliable outdoor products to safeguard every adventure and preserving mountain ecology through sustainable concept, ARC'TERYX enables climbers to intimately connect with nature amidst mountains, rivers, snow, and rocks, coexisting and thriving.

In 1998, the founders of the ARC'TERYX brand, Jeremy Guard and Dave Lane, developed the first generation of Alpha SV outdoor jackets due to their passion for climbing. SV stands for severe, indicating that this product represents the outstanding craftsmanship of the team, capable of sustaining the challenges that outdoor enthusiasts may encounter and help them achieve their ultimate goals. Born from the Coast Mountains in Canada, ARC'TERYX has always drawn inspirations from the mountains. The designers of Alpha SV are often climbers themselves. They frequently test products by going from the office to the easily accessible Coast Mountains. Through 25 years of dedicated research and development, the Alpha SV designers have continually surpassed themselves in materials, craftsmanship, and design, creating a unique design language that combines functionality and aesthetics, making itself a meticulously crafted piece of art. With the mutual inspiration between the climbing spirit and the evolution of design, ARC'TERYX continues its interdisciplinary collaboration with UCCA Lab under UCCA Center for Contemporary Art to tell the story behind Alpha SV in the form of an exhibition, unfolding the infinite landscapes of mountain climbing and outdoor clothing design.

Specially for this exhibition, artist Ren Han is invited to create a site-specific installation titled Ascent 24d01. In this set of artworks, Ren Han selected the Coast Mountains near the ARC'TERYX headquarters as the creative foundation, and carved out an endless snow mountain landscape on the walls. The Coast Mountains serve as the brand's inspiration and testing ground. The eternal beauty symbolized by the snow-capped mountains, along with the artificially carved traces on the wall, creates a strong visual tension, evoking the audience's multi-layered perception of natural exploration, climbing spirit, and climate change. The spatial and layout design for this exhibition is by spatial designer Shen Ruofan, drawing inspiration from architect Claude Parent's theory of inclined space, he breaks away from the traditional exhibition paradigm, shaping varying steep slopes in the exhibition space. The audience will depart from the stable horizontal plane, stepping onto rugged "mountain rocks," experiencing the joy of adventure with the agility and bravery of climbers during the exhibition.

展览地图
Floor Plan

