

商店

retail

空間 S



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ISSN 1022-5609



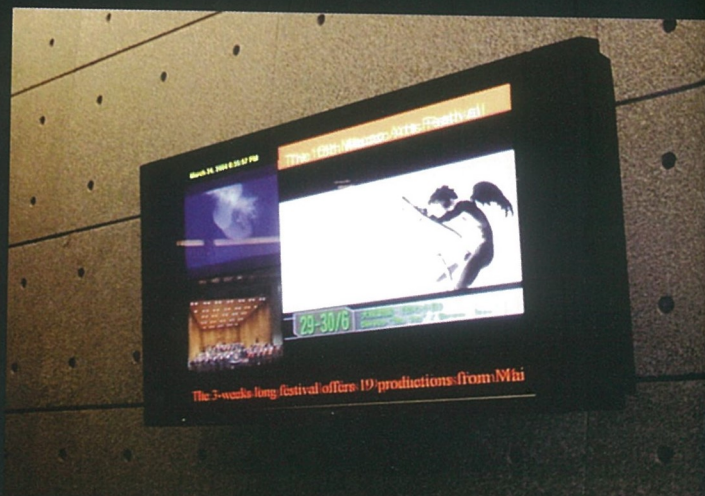
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Multi-media Signage Display

Many retail store chain looking to provide product manufacturers with an additional form of in-store advertising works with an outside ad agency to place targeted promotions across a network of screens. By outsourcing while the ad sales to a professional organization, the store chain can continue to focus on its core competencies while helping to ensure that the ads will be sold, displayed and tracked for compliance (proof-of-playback). In this scenario, the retailer can utilize various metrics to determine the effect of the dynamic media on product sales especially when the digital signage software makes it possible to run different campaigns at each store.

SCHOT'S AV Zone

What are the Future Directions for Retail Sector?



South China House Of Technology Consultants Limited (SCHOT) designs, supplies, and installs all audio visual solutions including digital signage for transportation, arenas, schools, stadiums, convention centers, banks, airports, corporate facilities and retailers around the world. Providing turn-key solutions is the hallmark of successful implementations. SCHOT delivers the total audio visual solutions includes:

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SCHOT



雕刻光线的肌理

飞利浦照明（中国）

是什么让您设计的商店成为万千人流的目光焦点？

是什么让橱窗旁的顾客流连忘返？

是什么在动人的商品之外罩上灼人心思的嫁衣，让人怦然心动？

商店照明艺术的集大成者飞利浦这样告诉您：是最合适的灯光设计。因为，灯光设计这门艺术不但要将照明的原理完美体现，更是要将生活赋以多重的光彩。现代的商店，早已超脱购物的原始定义，更多的在扮演着情感交融的渠道，营造着商家和顾客相互交流和共同体验购物乐趣的氛围。好友血拼或是举家购物，视线里涌动着的就是满目的光色刻画出的动人肌理。

“艺术，就是戏剧性的对比”

“在我们的店里，照明就是要在陈列商品和店内环境之间制造戏剧性的对比。在天花板之下，我们需要的是更多的细节让陈列的商品展露个性。这就是玻璃制品需要的光照。”伦敦西区最高档的眼镜店经理如此认为。

从古色古香的出租车上下来，热情的司机还会帮忙找到这家眼镜店。走近维多利亚时代的窗栏，透射出的是昔日帝国的浑厚底气。

灯光设计师在店堂顶部使用的是由全球最专业的照明供应商飞利浦提供的CFLNi分离式节能灯系统。其光线柔和，光色自然和无频闪的整体表现为顾客带来安静悠然的挑选环境。这样的设计为柜台区域的重点照明制造了一个隐性的过渡空间。轻松之下，体现空间表现力的重点区域当然就落在了柜台之上。为了更好地梳理紧凑空间和陈列商品之间的关系，使之明朗有序，设计师在柜台后部大量采用了灯槽式的支架。而恒定表现玻璃制品的光学魅力



的任务则由飞利浦迷你陶瓷金卤灯CDM-Tm20W系统来承担。它能在视线不能直接触及的角落，通过40度角的侧面冷静的投出清新的光亮。

“你看，我们店堂里的眼镜排列成行，就像一支支光线的贡多拉（注：水城威尼斯的游艇，以狭长著称），将店堂串成了光线的溪流。”当这位经理谈起这些能够可靠服务长达20000小时的小精灵们时如此说道。

这就是照明的“精细”艺术。

谁来塑造橱窗的性格

路灯点亮城市的面孔，橱窗则是城市观察人们的眼睛。是明眸善睐还是矜持若水，间间橱窗的性格，便都由着灯光设计者的心境来体现。

Linda是位专业的照明设计师。因为要充分考虑到白天时橱窗照明会和日光形成反差的因素，所以，她认为橱窗照明需要较高的照度，通常应该是周围环境照度的2-3倍，否则容易使橱窗照明形成反光。当然在夜间，这样的照度更会吸引无数双关注的眼睛纷涌而来。根据她的经验，橱窗重点照明的合适照度应该在2000勒克斯左右，而且其光源显色性要大于80。如此看来，能同时满足这些需求的飞利浦陶瓷金卤灯系统会是当仁不让的选择。

在高档商场如成衣店等内部空间，良好的光源能对商品进行有效衬托，起到足够吸引顾客注意力的作用。为了达到这个效果，在整体照明系统的功能安排上，重点照明系统需要占到一半以上。在灯与商品的对应关系中，采取择小原则，即使每盏灯的照射覆盖面积很小，仅能照射到非常有限的商品，但这样的照明恰恰体现了它的“格调”艺术。

冷暖和谐的大众空间

超市，紧密连接着人们的日常生活。照明设计在这里的笔触则是粗线条与细线条的交融，是基础照明和重点照明的和谐共处。

粗线条：超市的人流量较大，为了保证空间足够明亮，因此整体的照明系统用量会比较大。从用户的节能角度考虑，专业设计师一般会建议使用光能转换效率高的节能灯系列产品，如飞利浦电子节能灯系列等。这类产品比普通管白炽灯节电80%以上，还能充分体现商品的真色彩，并有冷暖双色调可以选择。从总体运营角度看，与电子整流器配合使用，寿命可以达到6000—12000小时，大大节省维护成本和替换成本。

细线条：在重点照明区域，超市一般都会选择暖色调的光源。这类光线，在吸引和调动消费欲望方面，有着先天的优势。具体而言，在对新鲜度和色泽要求都较高的水果和生鲜食品区域，需要光色柔和一致和高显色性的优质照明。在此，一定比例的飞利浦白钠灯系统和卤钨灯系统会是较好的选择。

归根结底，照明始终还是门“生活”的艺术。它既需要用戏剧性的对比来凸现生活的风采流转，也需要细处着眼，将每一扇橱窗，每一抹线条都精心雕亮。

DTZ Debenham Tie Leung Project Services Ltd.

戴德梁行建築顧問有限公司

One-stop provider for every aspect of your building project

DTZ Debenham Tie Leung Project Services Ltd (DTZ Project Services) offers a wide range of services to facilitate and manage every stage of a building project. Consider them the new kids on the block but there is a strong passion and commitment to serving the client. Their services range from development consultancy, space planning and interior design, project management, renovation, maintenance and repair, licence application, to functioning as an independent third party in disputes.

"We have the expertise to satisfy our discerning clients' needs," said Mark Li, the managing director of DTZ Project Services. "We are experienced in various kinds of project management - be it new buildings or interior design works."

DTZ Project Services (formerly C.Y. Leung Project Services Ltd) was founded in 1998 and is an offshoot of DTZ Debenham Tie Leung. It has since established itself as the largest building surveying company in Hong Kong with around 90 employees in different professions such as architecture, building surveying, quantity surveying, interior design and project management. These multiple disciplines are also the foundation of their one-stop service.

DTZ Debenham Tie Leung was formed in 2000 when Hong Kong-based C. Y. Leung & Co., Edmund Tie & Co from Singapore, and DTZ Debenham from London merged to establish a presence in Asia. Today, DTZ Debenham Tie Leung is the largest and longest-established real estate advisory firm in Mainland China.

為您的建築項目提供全面的一站式服務

戴德梁行建築顧問有限公司（戴德梁行建築顧問）提供多種服務，推動並管理項目各個階段的進行。雖然是後起之秀，但卻對服務客戶有著的極大熱情和使命感。戴德梁行建築顧問的服務範疇從發展顧問、空間規劃及室內設計、項目管理、翻新、保養及維修、牌照申請，到擔任第三方獨立顧問等。

"我們具備良好的專業素質，能滿足客戶的需求，" 戴德梁行建築顧問的董事總經理李健國先生介紹："我們在不同類別的項目管理方面均擁有豐富經驗--無論是新建築或室內設計工程。"

戴德梁行建築顧問有限公司（前身為梁振英建築顧問有限公司）成立於1998年，是戴德梁行的分支機構。自成立至今，戴德梁行建築顧問已成為香港最大的建築測量公司，擁有90多位各有所長的員工，其中包括建築師、建築測量師、工料測量師、室內設計師和項目經理等。這些各方面的專才是戴德梁行建築顧問一站式服務的基礎。

2000年，香港的梁振英測量師行、新加坡的戴玉祥產業諮詢公司和倫敦DTZ Debenham合併，希望能為亞洲地區的客戶提供服務，戴德梁行正式成形。時至今日，戴德梁行已成為中國大陸最大及歷史最悠久的房地產顧問公司。



An example that illustrates the company's full array of services is the change of an office block in Sheung Wan into a hotel as the owners wished to take advantage of the improved economic climate and booming visitor arrivals. DTZ Project Services handled every aspect of the project from the preparation and submission to Buildings Department, development of the architectural design, interiors, and project management, until the hotel finally obtained a licence enabling it to begin operation.

將上環的辦公樓改造為酒店的項目展現了戴德梁行建築顧問的全方位服務，客戶希望能藉此項目充分利用日益改善的經濟氣候和不斷驟增的旅客數量。戴德梁行建築顧問負責此項目各個階段的工作，包括籌備和向屋宇署遞交改建申請、提供建築設計、室內設計和項目管理，直至酒店最後獲得批准營業的牌照。

338 Apartment





The Hong Kong Institute of Education

Town Centre is a 60,000 sq ft educational facility built for the Hong Kong Institute of Education at The Long Beach, Hoi Fan Road, Tai Kok Tsui, West Kowloon. The site occupies an irregular footprint and a large amount of functional space was to be used for classrooms, multi-function rooms, lecture theatres, a library, art and music rooms and a general office. All this was to be realised with a limited space through cost-effective approach. The design turns the whole area into a multi-purpose education centre.

戴德梁行建築顧問的另一個項目是位於西九龍大角咀海帆道浪澄灣, 為香港教育學院興建的60,000平方呎市區分校, 在不規則的地形上匯聚了多個用途的空間包括教室、多用途室、演講廳、圖書館、藝術及音樂室和辦公室。整個項目以有限的空間設計成應有盡有的校舍。





mYoga Center



mYoga (one of the largest yoga centres in Hong Kong) is a recently completed project undertaken by DTZ Project Services. The designers had to contend with various challenges in this project which is located in One Grand Tower in downtown Mongkok. They turned disadvantages into advantages resulting in the concept of a resort clubhouse that offers a welcome respite from the busy, polluted streets of Mongkok. Much emphasis was placed on bringing elements of nature ("the E factor") indoors by incorporating bamboo trees, a waterfall, slate, bricks, pebbles and boulders, a log, plants and purified air into the project. Most surprising - and delightful - of all are rice straw embedded in glass panels. Members are therefore provided with the opportunity to escape from their hectic day-to-day life into this natural and harmonic space to recharge themselves.

mYoga (香港最大的瑜珈中心之一) 是由戴德梁行建築顧問負責的項目，位於煩囂鬧市的旺角雅蘭中心一期，於最近竣工。設計師必須面對專案各種各樣的挑戰，化弊為利，構思出度假會所的概念，在旺角煩囂的街道間營造出友好的休憩場所。設計師在使用天然元素方面花了許多心思，採用了竹樹、瀑布、石板、磚塊、鵝卵石、石頭、原木、植物和淨化空氣等元素。其中最令人賞心悅目的便是在玻璃板中嵌入氏稻草。會員得以暫時遠離營營汲汲的生活，投入自然的和諧空間，時刻為自己充電。



DTZ Project Services has many reputable clients from the medical, financial, education, banking, retail, entertainment and property development sectors with whom the company has built long-lasting relationships.

戴德梁行建築顧問的知名客戶遍佈醫藥、金融、教育、銀行、零售、娛樂和物業發展等行業，並與其建立了良好的長期合作關係。

Pre-design

Corporate clients may approach DTZ Project Services either before or after the purchase of a property. The company will then advise on the most effective and profitable use of the property. DTZ Project Services sees its responsibilities as providing advice on design, costing, performance standards and project monitoring. After analysing the client's business objectives, it will come up with planning strategies, keeping in mind the urban fabric, and economic and social factors. Land use, zoning and innovative solutions are explored to maximise land usage and investment returns.

Once the client has decided on site usage, architects will begin to conceive a design tailored to the client's budget, needs, and current building regulations. During the construction of the building shell, the company takes on the role of project manager, taking care of every aspect of project management from planning, design, tendering to construction.

DTZ Project Services sources and brings together experts from various fields such as structural engineers, M&E consultants etc. Contractors are hired for every stage (such as the demolition and foundation), with DTZ Project Services providing supervision throughout the entire construction process. By keeping a list of reputable contractors based on their work record, reliability, and pricing, DTZ Project Services is able to help clients select the most suitable contractor for a particular project.

設計前期服務

企業客戶在購買物業前期或後期委託戴德梁行建築顧問。而戴德梁行建築顧問將會就物業的使用情況給予最有效和最高回報的顧問意見。戴德梁行建築顧問提供設計、成本、建築標準和項目監督等方面的專業顧問服務。在分析客戶的經營目標後制定出規劃策略，掌握城市結構、經濟及社會因素等。並尋求土地使用及劃分的創新方案，從而獲得最大的土地使用率和投資回報率。

當客戶決定土地的使用方式後，建築師便著手構思符合客戶預算、需求和現有建築規例的設計方案。在建造大廈的過程中，戴德梁行建築顧問擔任項目經理的角色，負責從規劃、設計和投標到建造等各個方面的項目管理。

戴德梁行建築顧問搜羅並集合不同領域的專家，如結構工程師和機電顧問等。每個階段均會聘請承包商（如拆卸和地基），由戴德梁行建築顧問監督整個建造過程。戴德梁行建築顧問紀錄了聲譽良好的承包商名單，對他們的工作記錄、可靠性和價格等均記錄在案。戴德梁行建築顧問可以協助客戶挑選最適合個別項目的承包商。

Design

DTZ Project Services works to the client brief within the given budget. Its architects are able to work with minimum guidelines and requirements. They aim to provide a solution to maximize effective use of space, functionality, aesthetic quality, and plot ratio, turning inherent disadvantages into advantages.

設計

戴德梁行建築顧問按照客戶的要求和限定的預算進行工程。建築師能夠遵從有限的方針和要求，於空間運用、功能、美感和容積率各方面，提供有效的解決方案，將固有的缺點轉化為優點。

Maintenance and Repairs

DTZ Project Services also undertakes long-term maintenance and repair to ensure smooth, long-term usage of premises. Inspections are carried out to ensure that the property complies with current legal, fire and building requirements, and problems that may affect the value and usage of the property are identified and recorded accordingly.

The company has been acting as the Term Maintenance Surveyor for the Hospital Authority for nearly half of Hong Kong's public hospitals in order to maintain their functions to the general public. Over a period of time, a client such as this may request that DTZ Project Services effect a change in usage of their space, or relocate facilities for them.

In private building maintenance and renovation, DTZ Project Services has already assisted some of the largest residential estates in Hong Kong to carry out their major maintenance and renovation works:

City One in Shatin (52 blocks of 28-36 storeys)
Richland Garden in Kowloon Bay (22 blocks of 25 storeys)

保養和維修

戴德梁行建築顧問也承接長期的保養和維修業務，保證物業長期的正常使用。定期檢查以確保物業符合目前的法律、防火和建築要求，任何可能影響物業價值和使用的問題都會被找出並進行記錄。

戴德梁行建築顧問亦擔任醫管局的屋宇保養測量師，為近半數的香港公立醫院提供服務，主要維持其功能以服務公眾。每過一段時間，此類客戶便會要求戴德梁行建築顧問對醫院空間進行轉換或重新安置設施。

戴德梁行建築顧問亦協助香港的大型住宅進行私人建築的維修和翻新，其中包括：
沙田第一城（52幢大廈，由28層至36層不等）
九龍灣麗晶花園（22幢25層大廈）

Independent Adviser

DTZ Project Services also assumes the role of third party independent adviser. For example, if a client's premises and furnishings are damaged by a water leakage emanating from an upper unit, the client can ask DTZ Project Services to prepare a report that may form the basis of a legal suit. Such a report may also be presented to insurance companies or in court.

Despite its large scale, DTZ Project Services is extremely flexible when accommodating clients' needs and always adheres to DTZ Project Services' core values of integrity and service excellence.

獨立顧問

戴德梁行建築顧問同時也擔任第三方的獨立顧問。例如，如果客戶的房屋和傢俱因為樓上單位漏水而遭到損壞，客戶可以要求戴德梁行建築顧問起草報告，以作為法律訴訟的基礎。此類報告亦可作提交保險公司或法院之用。

戴德梁行建築顧問規模雖大，但當回應客戶要求時卻非常靈活，同時還堅持公司的核心價值：誠信和優質服務。

Selected client list

Associated International Hotels Limited
Bank of China (HK) Ltd.
Buildings Department
California Fitness
Dah Sing Bank, Limited
Hang Seng Bank Limited
Hong Kong Housing Society
Hong Yip Service Company Ltd.
Hospital Authority
Kai Shing Management Services Ltd.
The Hong Kong Institute of Education
The Link Management Limited

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戴德梁行

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PUBLISHING 出版

Pace Publishing Ltd. 貝思出版有限公司
Archidata Magazine Ltd. 建築情報雜誌社

MANAGEMENT 管理

Publisher 出版人 - George Lam 林達生
Administration & Business - Olivia Ko 高慧明

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DESIGN 設計

Layout 排版 - Tao Li

PRINTER 印刷

深圳市森廣源 (印刷) 有限公司

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Steve Leung Designers Ltd.
- 138** American Standard Flagship Store, Beijing
Marc & Chantal Design Ltd.
- 144** TOTO Neorest Showroom, Florida
Pavlik Design Team
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DISTRIBUTION 分銷

HONG KONG: Tung Tak Newspaper & Magazine Ltd
Tel: (852) 2753 6663

TAIWAN: Archidata Magazine Ltd 建築情報雜誌社
4th Floor, 125-6 Xin Sheng S Road, Sec 1, Taipei, Taiwan
台北市大安區新生南路一段 125 號 4 樓
T: (886) 2-8771-6570 F: (886) 2-8771-4028
www.archi-online.com

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ISSN: 1022-5609 66 sept 2006

序 PREFACE

零售空間層出不窮，但有一個共同特性，就是要令顧客享受到別開新面、難以忘懷的購物體驗，最終誘發人們的消費意欲，增加商機。這是商店設計最重要的主導因素。購物是滿足欲望的純個人體驗，不過，人人的喜好不同，同一間商店、同樣的商品如何能夠滿足各人的不同欲望呢？

購物環境作為設計師對這些欲望的回應，我們可以從本輯中的30個商店設計項目中，試圖解讀設計師如何建構出消費欲望的「催化劑」，在豐富人們的購物體驗之同時，鞏固客戶的品牌形象。

這30個項目中，有約20平方米大小的商店，也有樓高數層的大型百貨公司，各種各類，大異其趣，好像由英國HMKM設計的巴西聖保羅 Daslu，就商品性質以至零售形式來說非比尋常——它是世界上最豪華的百貨店之一，售賣的全是名貴房車、直昇機等等。銷售這類奢侈品的零售空間，不一定要金碧輝煌、閃爍耀目，也可以簡簡單單地突顯空間的舒適性。當然，這樣的店鋪還是要讓人感受到與別不同的豪華氣息，因此備有高級音響器材和圖書室的酒吧區，是不可或缺的重點空間。

Bizarre 在空間營造上別樹一幟，美國建築師 Randy Brown Architects 透過摺疊、剪裁紙張的實驗中獲取靈感，創造出彎曲，折疊的白色空間，使商品如同飄浮般的輕盈。如斯空間能不能引發人們的購物欲？這個不得而知，但據說，它引起了許多人的好奇心，專程來看店鋪設計的人絡繹不絕。

破格的空間素質，在人們甫進店內一刻便可感受到，但陳列形式的突破卻不輕易被發現。荷蘭 Maurice Mentjens 創造的 Stash 手袋店裡，最新鮮的事物是它的磁石系統，設計師認為人們用手袋時是「掛」在身上的，因此，它不應被「擱」在層架上，於是發展出利用磁石將手袋吸附在鋼板上的陳列模式。在香港，EDGE Design Institute Ltd設計的Samuel Kung珠寶店，參考並擷取了彭羅斯點陣圖案，塑造成如同格子屏風的陳列架，而格子屏風又構築出一個仿如藝廊的零售空間，使商品與店鋪本身都變成展覽中的展品。

Although retail spatial proposition has numerous possibilities, they share a common characteristic - the offer of a dynamic and unsurpassed shopping experience for consumers to trigger their consumption impulse so as to expand business opportunities. This is the essence of shop design. Shopping is a unique personal sensation to satisfy desires; however, since consumers have varying favours, how can a single store with the same commodity satisfy the spectrum of needs from different individuals?

A shopping spree environment is created in respond to these needs. Through the 30 shop designs in this edition, we attempt to illustrate the “catalyst” provoked by designers to trigger consumption impulse; how brand images are strengthened through enriched shopping sensations.

Amongst these 30 projects, we include a versatile and diversified selection of shops which range from a 20-sq-m compact store to a large department store of multiple levels. Designed by HMKM, Daslu in Sao Paulo, Brazil is an excellent example; no matter in its product nature or retail format, it is a unique store in every respect. Being one of the most extravagant department stores in the global market, it sells branded luxurious automobiles and helicopters. However, retail space for these luxurious commodities does not necessarily be glamorous or magnificent; it can also be simple and basic to emphasize spatial comfort. An inclusion of extravagance is still needed though for a unique experience, therefore a bar area lined with books and installed with state-of-the-art audio system has become the spatial focus of the entire space.

In terms of spatial treatment, Bizarre is a one of a kind configuration. Inspired by paper folding and cutting arts, Randy Brown Architects of America created a folded and curved space in white adding delicacy to the products. Can the space really trigger consumers' consumption impulse? Although no concrete statistics are available, it has undoubtedly aroused public interest and attracted consistent traffic to the store to look at the design.

Consumers can feel dynamic spatial quality the minute they step into a store; however, breakthrough in displays cannot be easily identified. The Stash handbag store designed by Maurice Mentjens in Holland offers an innovative magnetic system. The designer sees that handbags are “hung” when they are worn, therefore they should not be “perched” on shelves, thus a dynamic display format of utilizing magnets to stick the bags on steel plates were initiated. Designed by EDGE Design Institute Ltd., Samuel Kung Jewelry Shop in Hong Kong adopted the Penrose pattern to construct lattice screens that form the showcases for the fine jewellery. The lattice installation also creates a gallery like retail space making the products and the shop itself part of the display exhibit.

商店 Retail

Yabu Pushelberg

Lane Crawford

香港太古廣場 Pacific Place Mall, Hong Kong

4,645 平方米 / sq m

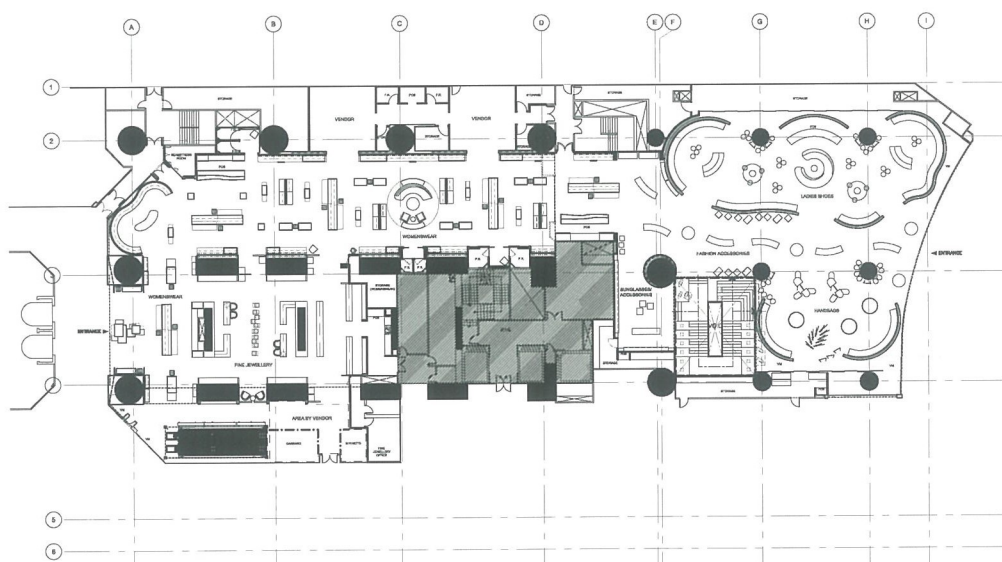


Lane Crawford Pacific Place,
Kong Kong

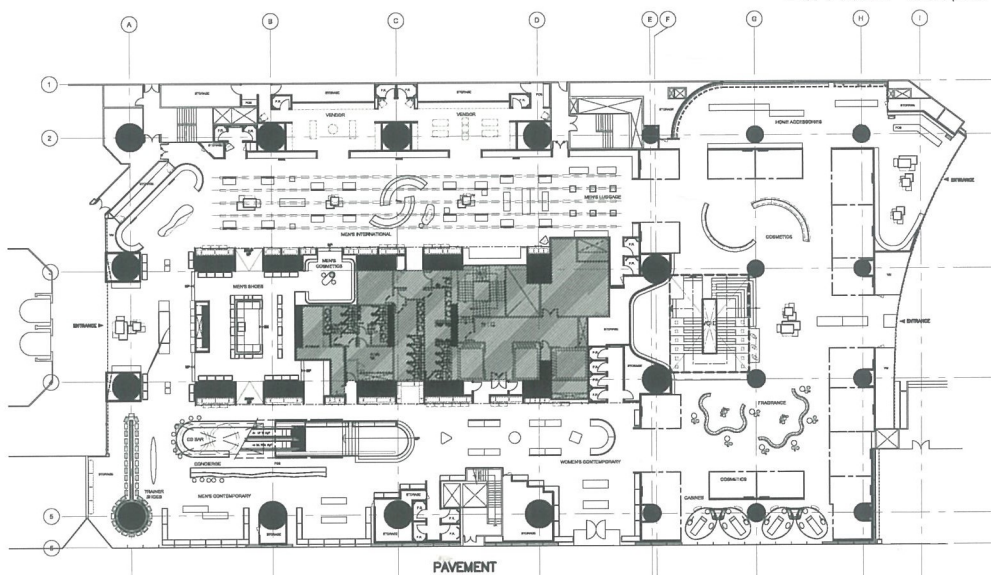
面積為4,645平方米的百貨店結合了富創意、互動的室內設計和琳琅滿目的頂尖國際時裝、傢具及生活品牌。面向年輕的顧客群，店鋪被塑造成為具動感的展示空間，生氣勃勃又時尚前衛，其圖像鮮明且充滿活力。

在趨向網上購物的今日，科技逐漸取代設計的地位。「I 吧」是一個長形富雕刻裝飾的櫃檯，亦是百貨店的中心。顧客可在此查詢店鋪的服務、查收電子郵件和瀏覽另類國際雜誌。「CD 吧」內的i-pod 音響站和 BOSE 音響系統是一大特色，這裡分為 12 個獨立音樂區，周末更有 DJ 現場主持。在外露的高天花和堅硬的拋光不銹鋼的映襯下，「CD 吧」的定製滑動面板環繞著內部照明的弧形磨砂櫃檯。該區的設計突出了年輕和活力，並形成了百貨店的整體風格。

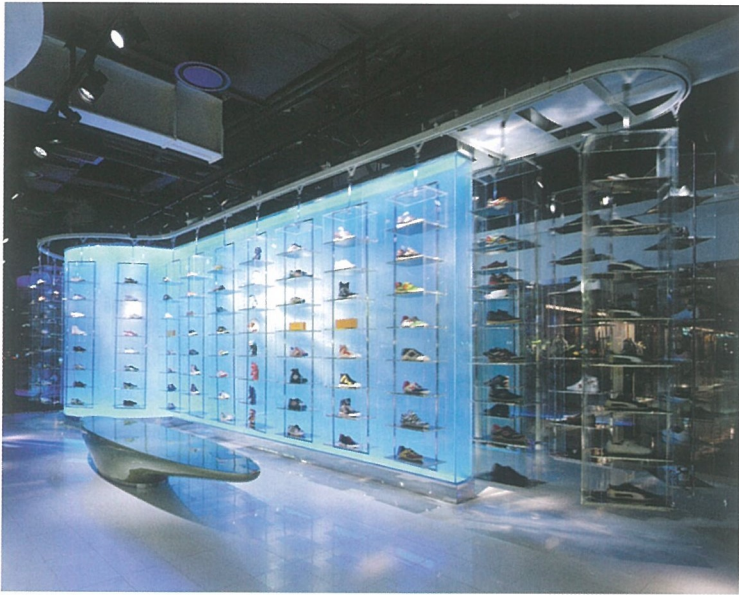
在「CD 吧」對面和整個店內，顧客可通過展示商品用的高科技輸送帶而感受到不停變換的視覺體驗。輸送帶安裝在鋼製軌道上，配有經改良過的可旋轉掛鉤，帶來不住的新奇感。這個獨特的儲存系統讓店鋪陳列更多的現貨，從而減少貯藏空間。



二層平面圖 2nd level plan



一層平面圖 1st level plan



在「CD 吧」對面和整個店內都裝置了展示商品用的高科技輸送帶。輸送帶安裝在鋼製軌道上，配有經改良過的可旋轉掛鉤，帶來不住的新奇感。

Across from the CD-Bar and throughout the store, there is Hi-tech Conveyor Belt to display merchandise. The belt rests on a track made of steel with a modified hanger that rotates to bring constant "newness".





此外，動態圖案被用於營造公共和零售體驗之間的互動空間。這種具時間性的視覺藝術確定了在零售環境中，公眾的存在價值，因此相當重要。投射在玻璃螢幕上那不斷變換的圖像，是行為科技回應顧客的形式。在這個時尚區域裡，影像投射在由白點構成格狀圖案的玻璃表面上。

Yabu Pushelberg創造了一個集文化、意念和藝術的空間。流動燈光和幻影組合成驚人的設計特點，令人聯想到電影院和充滿生氣的氛圍。店鋪的牆壁採用了多種物料，將平凡變成藝術。部分牆壁用來投影美麗的圖像，部分以木炭粉飾，更有部分由樹脂塊砌成，又或漆上明亮的粉紅、黃、綠或橙色。試衣間使用了色彩明亮的定製牆紙和活潑的、鵝卵石似的地毯。鏡鋼與啞面石膏或手漆表面形成對比。一轉一折間，均可發現與別不同之處，但卻又結合得非常和諧。

在外露的高天花和堅硬的拋光不銹鋼的映襯下，「CD 吧」的定製滑動面板環繞著內部照明的弧形磨砂櫃檯。

With an exposed high ceiling and hard reflective polished stainless steel, the CD-Bar's custom sliding panel surrounds an internally lit frosted curved counter.



家居部擁有藝廊般的氛圍，富有美感的藝術條紋從牆面「剝落」，營造出立體的商品展示形式。

The Home Department gives off an art gallery feel with the artistic synthetic strips that "peel" away from the wall creating a three-dimensional display for merchandise.

家居部擁有藝廊般的氣氛，富有美感的藝術條紋從牆面「剝落」，營造出立體的商品展示形式。牆壁對面是懸掛式擱架，後方則是陶瓷圓盤牆。轉角處的家居部再次演變，使用了強烈的色彩，並隨季節而轉換。化妝區中央座落著一具玻璃樓梯，成為整個空間的焦點。

二層的女裝區內，枝狀金屬屏風由藝術家Hirotoishi Sawada設計，下面裝有軌道，可移動以劃分不同空間，極具特色。中央的珠寶區裝置了一面玻璃纖維造成的背光牆，仿如燒黑了的木材。懸吊式陳列櫥突顯了一系列國際珠寶。定製的壓克力圓形圖案屏風由切開的圓柱管組成，界定出這個饒富魅力的空間。

店舖設計的各個方面聯結起來，成為一個圓滿的整體，實現了Yabu Pushelberg的設計目的：打造既愉悅有趣，又獨具啟發性的購物體驗。

This 4,645-sq-m store combines innovative and interactive interior design with an extensive collection of top international fashion, home and lifestyle brands. Geared towards a younger clientele, the space has been transformed into a dynamic showcase spirited and edgy. It is graphically strong, with hard edges and a lot of energy.

In an age where shopping experiences are taking place online, technology has been placed at the forefront of design. The i-Bar, a long sculptured counter, is the "hub" of the store. Customers gather here to inquire about in store services, check email and browse alternative and niche magazines from around the world. The CD-Bar features i-pod sound stations and a BOSE sound system with 12 separate music zones that host live DJ sessions on weekends. With



流動燈光和幻影組成驚人的設計特點，令人聯想到電影院和充滿生氣的氛圍。
Surprising design features combine light movements and illusions to conjure an atmosphere charged with energy and theatre.

Yabu Pushelberg also created a space where culture, ideas and art can take place. Surprising design features combine light movements and illusions to conjure an atmosphere charged with energy and theatre. Store walls made of various materials transform the ordinary into art. Some are used to project stunning graphics; others are decorated with charcoal, while others are made from resin blocks or painted in vibrant pink, yellow, green or orange. Fitting rooms are enhanced with brightly coloured custom-made wallpaper and feature vividly toned pebble-like carpet. Mirror-finished stainless steel contrasts with matte plaster or hand-painted surfaces. With every turn, there is something different and unique, yet it all works well together.

珠寶區裝置了一面玻璃纖維造成的背光牆，仿如燒黑了的木材。懸吊式陳列櫥突顯了一系列國際珠寶。
The Jewelry Area features back-lit walls made of fiberglass to resemble charred wood. Suspending showcases highlight an array of fine international jewelry lines.





The Home Department gives off an art gallery feel with the artistic synthetic strips that “peel” away from the wall creating a three-dimensional display of merchandise. Opposite is a wall with floating shelves followed by another with ceramic discs. As you turn the corner, the home section is transformed once again with the use of strong colour, which changes with every season. A glass staircase is situated in the middle of the cosmetic area and acts as the focal point of the space.

On the second level, the Women's Designer Collections feature branch-like metal screens designed by artist Hirotooshi Sawada and set on tracks so they can be moved to create different spaces. The centre of this floor is the Jewelry Area displaying back-lit walls made of fiberglass to resemble charred wood. Suspending showcases highlight an array of fine international jewelry lines. Custom acrylic circle patterned screens are made with cut cylindrical tubes defining this glamorous space.

Every aspect of the store design links together to form a whole. Yabu Pushelberg's goal is to create a shopping experience that is not only enjoyable and entertaining, but an inspired, fun-filled adventure.

客戶 Client

Lane Crawford

建築師 Architect

PSI Asia

項目經理 Project Manager

Wharf Estates Development, LTD

燈光顧問 Lighting Consultant

Isometrix

專用工程師 Special Engineer

RFR

牆飾 Wall Covering

Stone, fabric, grasscloth, metal, glass, plaster by D' Art

鋪地 Flooring

Custom carpets by Tai Ping

藝術品 Artwork

Sculptures and mobiles by Hirotooshi Sawada and Dennis Lin

視聽系統 AV System

Stereo Music System and i-Pod Sound System by BOSE

攝影 Photography

Nacasa & Partners Inc., Robert Champagne