

TID 2011 Award
Taiwan Interior Design

商業空間 Commercial space

王德傳上海新天地店
Wang De - Chuan

瑪黑設計工程有限公司 Atelier Marais Design

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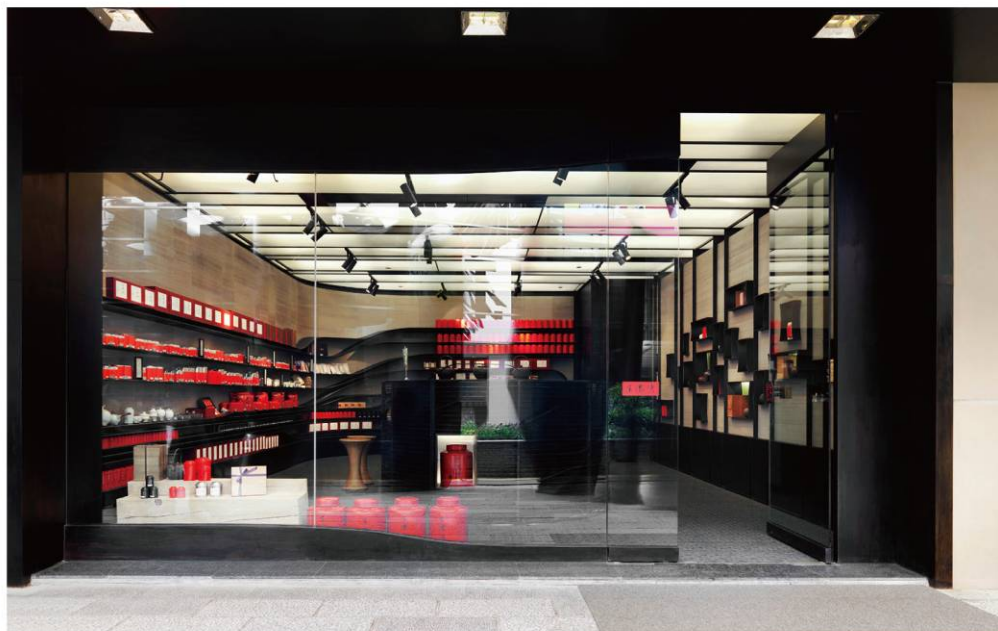
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Wang De Chuan Xintiandi Fine Chinese Tea Shop

Shanghai



■ 新天地王德傳茶莊所傳達的是一種綜觀的整體美感和氛圍

將傳統茶莊的尺度抽離

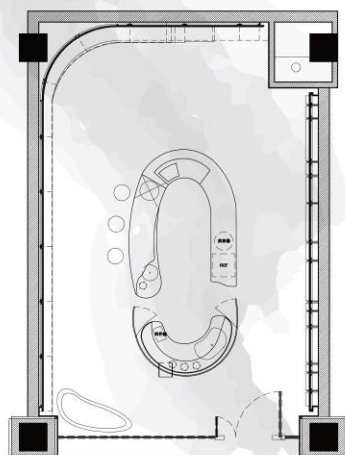
利用虛實變換的佈局

精妙細膩的筆觸

呈現主客觀對反的空間意涵

也傳達東方茗茶深沉內斂的文化素質

The Wang-De-Chuan tea shop in Xin-Tian-Di, tends to deliver a kind of multi-perspectives towards its aesthetics atmosphere, moving away from the impression of traditional tea shop, by playing negative and positive space, and its delicate detail, which indicated the objective and subjective point of view toward this space, also deliver the in-depth and self composed quality of cultural orient taste.



■ 一反傳統茶莊的印象 在有限的空間內

將泡茶台、服務台、結帳櫃台及品茶桌集中在空間的中心

以自由的曲線配置

讓泡茶與茶台成為茶莊的重心 茶台兩側的出入動線方便服務人員進出

四周展示陳列牆面則提供顧客放慢節奏仔細選購

陳列牆基座部分另作為倉儲空間使用

Other than impression of traditional tea shop, within its limited shop space, main counter combines the boil tea counter, services counter, till counter and tea taste counter together, located in the centre of the shop, decorate with free flow curve shape to emphasis it and become a focus point, the passage at either side of main counter provide a effective main traffic movement allowing staff walk through conveniently, Wall displays were around the entire surrounding wall, which allow customers to slow down their rapid tempo and be patiently and carefully select their products. The bottom parts of the wall display were used as storage.

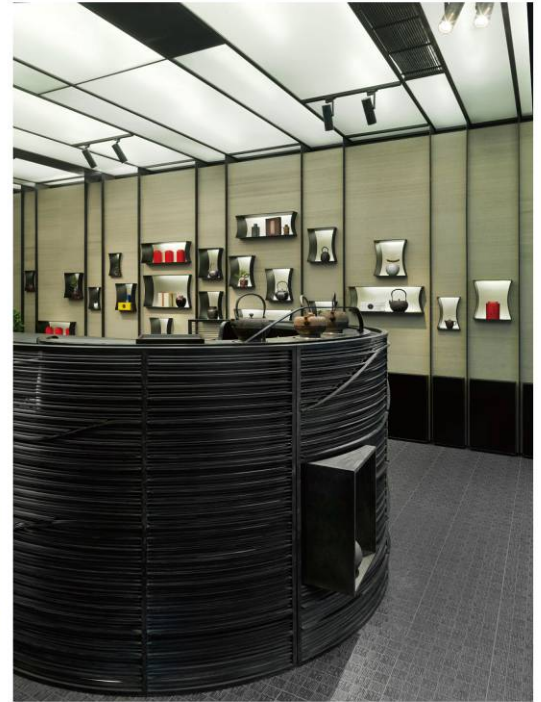
Materials



■ 黑鐵展示架、泡茶台與實木品茶桌、實木展示座、手打石材效果的地面材質及服務櫃台外觀
從不同的視角及材料細節

呼應製茶過程的手作特質與細膩執著

From Black sprayed iron made display bracket and boil tea counter to solid timber made tea tasting counter and timber seat, masonry floor finishes and appearance of services counter all of these indicated the used of different views and material details which symbolic to the way of making tea process were exquisite and delicate.

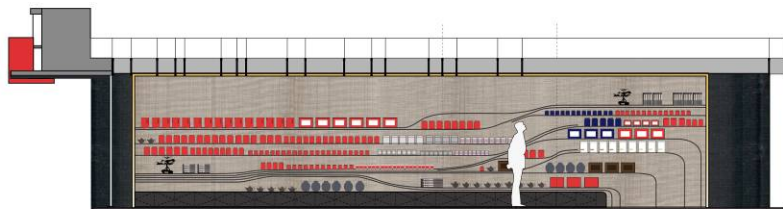


■ 錯落有致的展示鐵盒分佈在天然草蓆編織的背牆上
背後襯以茶葉顏色的壓克力透光板 展現陳列品的質地
同樣以黑鐵分隔為不同區塊 並延伸到光影變幻的夾絲透光天花線條

The metal display box placed thoughtfully on the wall panel applied with nature weaved wall paper, inside each box there is translucent tea colored Perspex as back panel to enhance the quality of displayed item. Also display box were divided by black sprayed iron bar which extended to the ceiling and meet the brushed semi translucent ceiling panel.



■ 鐵做層板懸浮於同樣是天然草繩的背牆上
運用各式不同物件的區域陳列
與草繩明暗層次形成動態的視覺張力
透過泡茶台鐵茶壺沸騰的水蒸氣
延伸到無邊界的茶品展示和品茗氛圍中
The metal shelving suspended in front of nature weave wallpaper,
display items were carefully arranged,
against the texture of nature weave wallpaper it forms a dynamic visual impact,
eye through the steam of iron tea pots on the boil tea counter extend to the continuously product display.



■ 人、事件、物品和展示相互融合而成為整體空間的佈局
由內而外
將品茗的意涵切入空間設計的範疇
並賦予茶莊另一個嶄新的品牌形象
People, events, objects and displays mixed and blended to each other as whole and become the layout of space
from inner content towards outer presentation which gives the meaning of tea bound
into the example of space design and forms new type of brand image.

