

TID 2011 Award
Taiwan Interior Design

商業空間 Commercial space

OPUS

應非設計有限公司 PARADOX STUDIO

主持設計師
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攝影者
Photographer

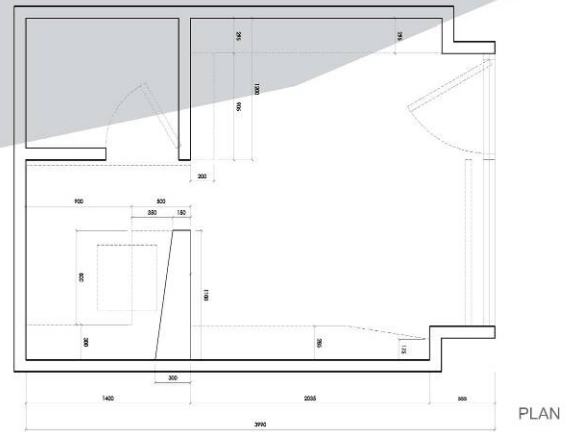
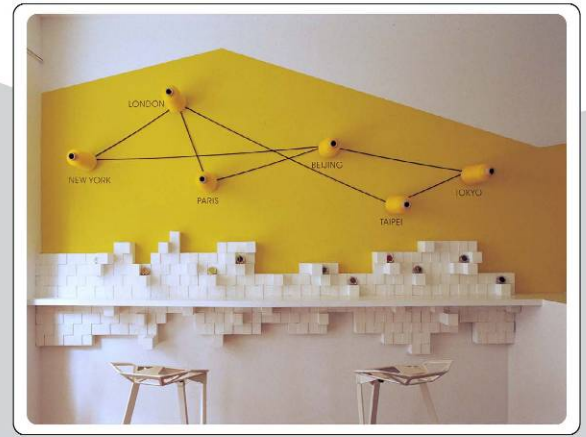
鄒昌銘 BENJAMIN CHOU

Perspective color blocks deceive spacious spatial illusion

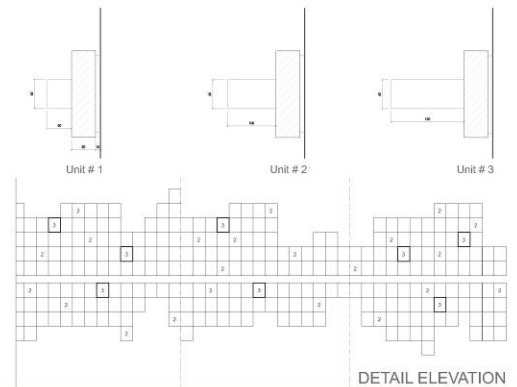
OPUS Taipei is the first shop for the brand OPUS, specializing in purse hangers, and was designed to be a multi-purpose space that can be used for meetings, product launches as well as a retail store. The original use of this location was a garage space, is merely 10 square meters (2.3w X 4d). To overcome the size limitation, the rhythmic yellow blocks run along the two opposite walls of the store and converge into a horizontal line on the back wall to create a deceiving perspective illusion, which makes the store looks more spacious.

Yellow color blocks emphasize the brand image

OPUS' signature yellow blocks motion in 2 waves to imply public and service area of the space. The trough of the first wave positioned align with the counter, indicates the break of the function. Second wave ended with extensive horizon, touched up with a clock composed with OPUS purse hangers which symbolized a rising sun.

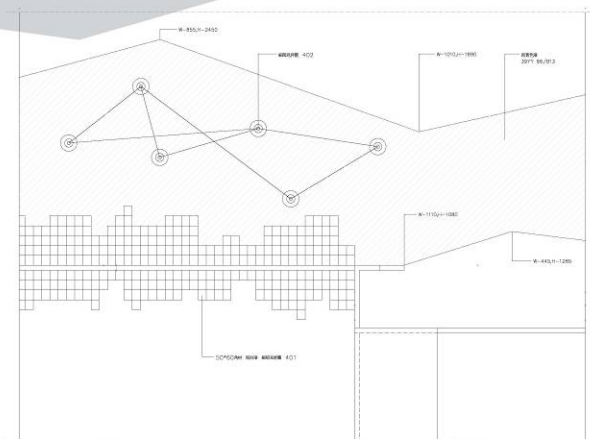
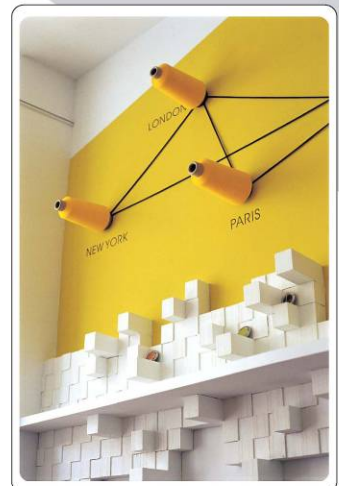


Perspective color blocks deceive spacious spatial illusion



Singular wood unit serves not only the base for individual product, but also a component to theme wall.

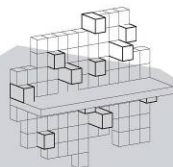
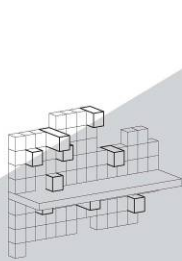
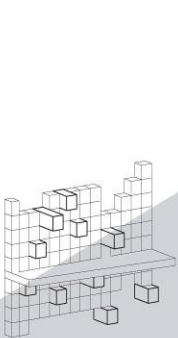
The wood display stands are composed of 4 different lengths of timber. Each timber is designed to serve as a showcase for a single purse hanger. Cut and sized precisely to be just slightly bigger than the footprint of a purse hanger. So each purse hanger can be exhibited in stand/hang/flatwise position and easily reached by a customer. Individuals wood units are also composed under two themes "Nature and urban", which exhibit classic and seasonal collection.



Step 1

Step 2

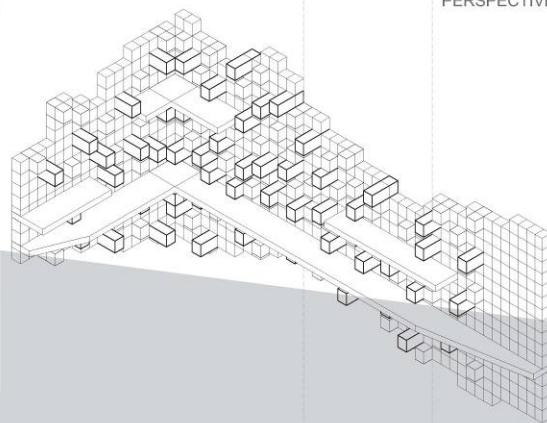
Step 3



SEGMENTAL COMPONENT



PERSPECTIVE



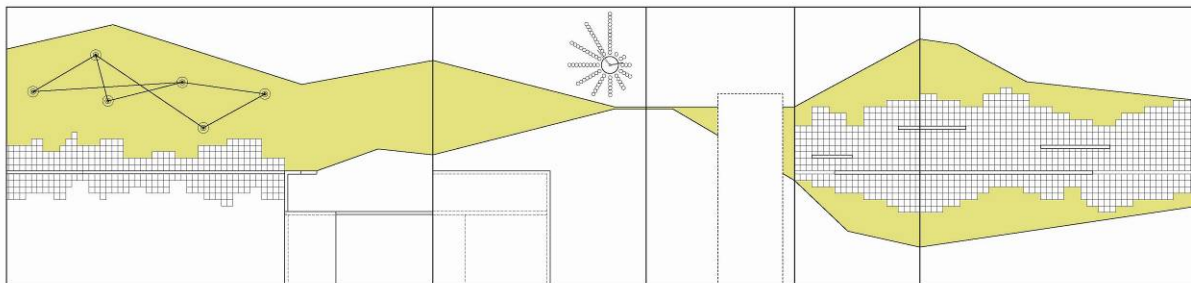
Nature/Urban Theme wall

The two display theme walls are meant to serve different functions at the opposite sides of the store. "Nature Wall" with its dramatic waves which invoke images of a natural landscape, features brand's classic collection. The "Urban Wall" has fewer timber stands and are arranged less dramatically but deliberately resemble a city skyline. Six yellow bobbins indicate the cities that make up OPUS' distribution network, features limited-edition collection. Bobbins imply the historical background of the brand founder.

Based on the need of the product itself, a horizontal tabletop was inserted at the height of 110 cm. The function of the platform itself was altered in three stages: Demonstration desk on the display wall, countertop for the cashier and bar table for meeting area.



Concept



ELEVATION

狹小基地
透視圖騰形成錯視效果
OPUS Shop為品牌OPUS首家概念店，原基地使用用途為私家增建停車空間；面積只有2.5坪，因此在設計上將所有的展示空間面呈現於室內牆面；使得基地的地面輪廓完整呈現加強空間寬闊感。

透視色塊，強化品牌意象

使用品牌意象色-皇家黃，以透視消點的圖像處理；將參觀者視覺焦點聚焦空間的背牆上的地平線，加深空間深度。並利用櫃檯與洗手間位置拉平的方式，使得空間呈現出兩進的空間感；將空間劃分出展示/服務區域。大量明黃色色塊也同時令顧客留下強烈的品牌印象。

將產品尺寸，轉化為展示牆的基調元素

兩側立面展示牆以產品圓徑大小為剖面尺寸的角材為基礎元素並以不同長度拼合而成，使得產品放置於其上恰得其所。兩面主牆並分別以山谷與城市為主題而發展出不同樣貌與不同用途之微空間。山谷主題牆面因高低起伏強烈，創造出許多展示空間；成為品牌常態系列展示牆。城市主題牆面則將角材組合編排出城市天際線輪廓及在皇家黃底色上以同色系線捲依實際地理位置連結出品牌經銷網路；使該牆面成為專題系列展示區及經銷商討論區。

隱形水平線，統一整合三牆面並轉化用途

因產品本身需求，需有一水平桌面展示掛置產品；故在高度1.1米增設了一水平夾板：在山谷主題展示牆化為展示桌面/在主牆面則變為收銀櫃檯面/轉至城市主題時則成為吧台檯面。在視覺及心理上以同一高度水平面將動態空間以背景式靜態手法做一穩定的效果處理。