

**TID** 2012 Award  
Taiwan Interior Design

商業空間 Commercial space

貝貝西點  
Les Bébés

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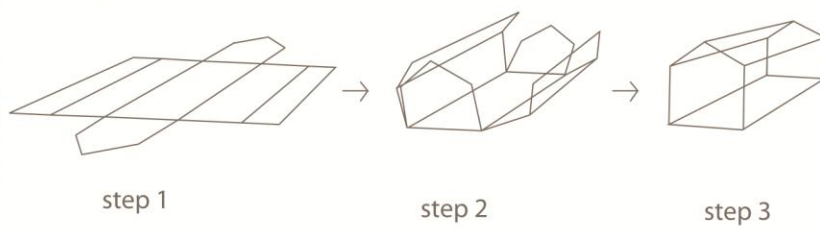
折・空間  
From Wrapping to Folding



Les Bébés  
CUPCAKERY

# Concept

## Folding The Box



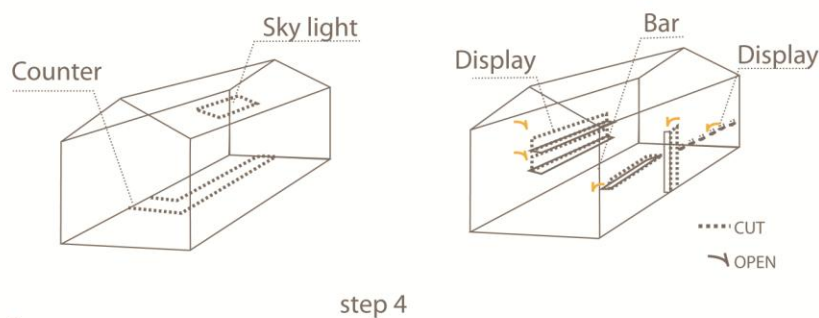
## Let's Start with Packaging

We wanted to create a space that derives from the actual product it self - a cup bakery store

We took the idea of the gift packaging, we studied its flat packaging status from a cardboard status to the movement of folding and eventually becoming a 3d box to contain the cakes inside.

We thought what if its possible to turn this idea into a space, so everything is folded in or out to create a spacial program that not only allows for customer to visualize but also to experience.

## Cut The Function We Need



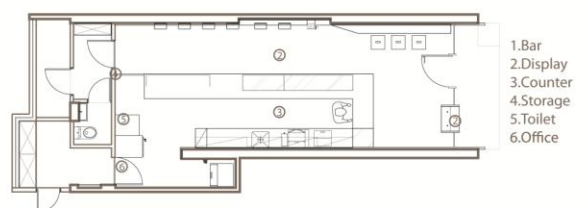


Les Bébés is not only a cup bakery store but also a celebrational concept store.

We started from pureness, elegance and simplicity of its cupcakes, we wanted the spaces also to reflect these kind of qualities, arousing the sensual and visual pleasures for the sweetness of the cup cakes.'

Les Bébés不只是一間杯子蛋糕店，也是販賣celebration 的一間概念店。

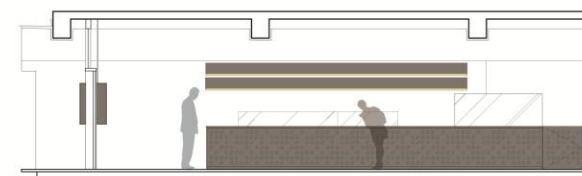
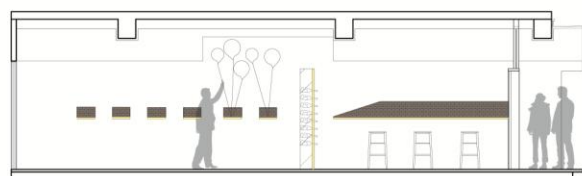
我們的靈感來自於純粹、優雅、無太多裝飾的蛋糕，希望藉由空間純淨的語彙，直接傳達品牌的精神，並引導出人們對甜點的幻想以及渴望。





### 從包裝出發

在幽靜小巷中的方正空間，小坪數的外帶店面裡，我們利用折包裝盒的概念。從平面卡紙到3D的立體盒，每一個杯子蛋糕的包裝都包含一組折的動作，藉由折的動作，定義出整體空間，並根據不同的機能需求，將牆面裁剪然後翻折出店裡應有的功能，例如展示台、吧檯以及置物平台。





### 從裡到外的展演空間

相同動作延伸到建築物外觀，自然形成立面，有如巷弄中跳脫而出的包裝盒，感染了空間的氣氛，經由空間、櫥窗到蛋糕的一序列包裝，引導行人對Les Bébés的幻想。







This movement concept allowed us to form a very simple space that is folded from the inside, and with simple expression extruded to the outside facade. Allowing passerby to glance through the simplicity and expression of the wrapping that guest are able to take away with.

