

TID 2013 Award
Taiwan Interior Design

商業空間

The TID Award of Commercial space

松本樓

Matsumoto Restaurant

古魯奇建築諮詢(北京)有限公司

Golucci International Design

主持設計師

Chief Designer

利旭恒 Lee Hsuheng

協同設計師

Co-designer

趙爽 Zhao Shuang

季雯 Ji Wen

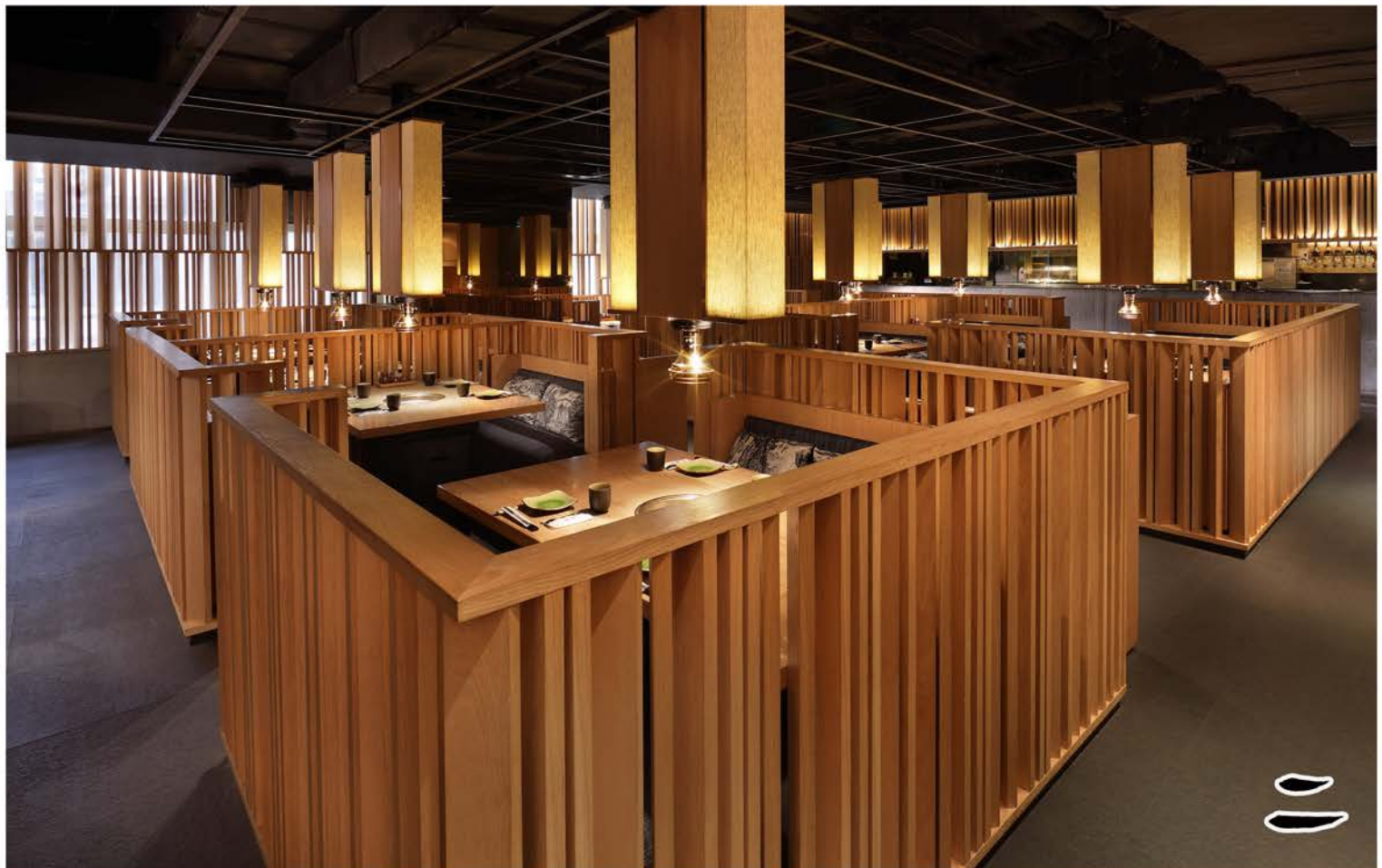
攝影者

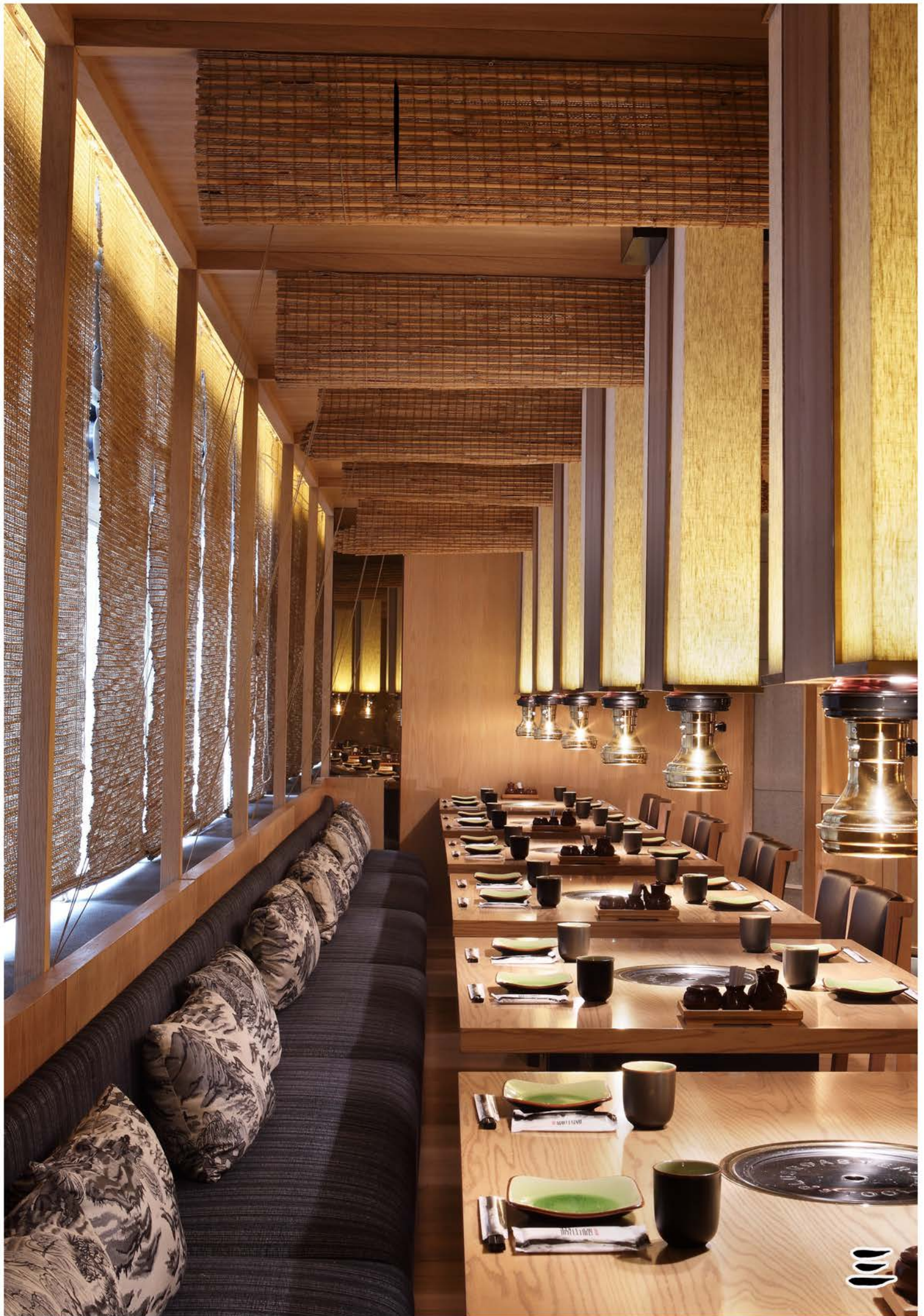
Photographer

孫翔宇 Sun Xiangyu

Matsumoto | Beijing, China.





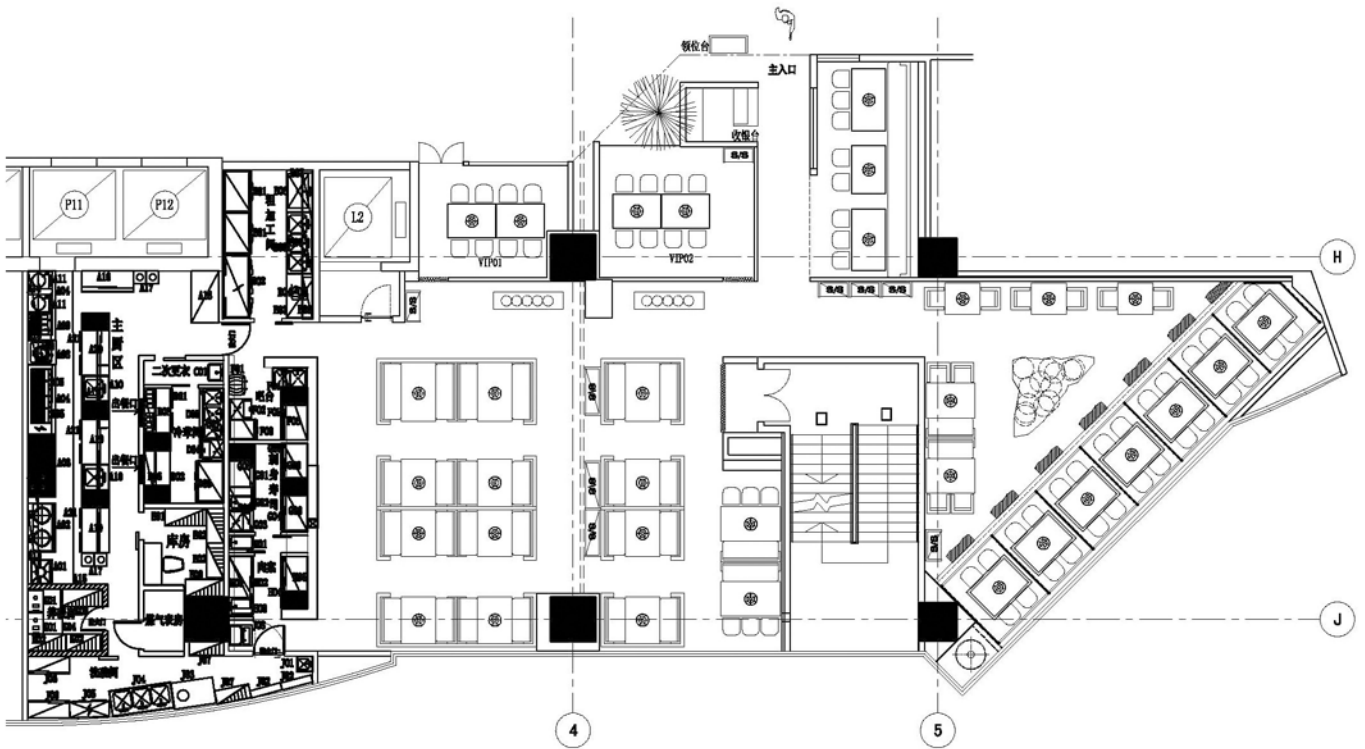






Matsumoto

Beijing, China.



Matsumoto Restaurant is a Japanese food chain store brand in China. Feeling people's desperate pursuit of fame and benefits in large cities like Beijing and Shanghai, the designer realizes the great importance to bring people back to simplicity and the true themselves, so the interesting concept --- "pray for blessings" comes out. Designer uses Japanese Taiko, Clifford board, family totem and sumo-culture elements to decorate the Restaurant. Inside, the lights create a sense of magnificence and fashion. Outside, the exterior wall, decorated by multi-layer timber Japanese Clifford boards, does not only provide a fantastic visual experience, but also presents to customers a unique space in the Restaurant to pray for blessings. The customers can write their wishes to future in the boards, which both brings the customers an expectation of realizing their wishes, and also it becomes an engagement between Matsumoto Restaurant and customers.