

TID 2013 Award
Taiwan Interior Design

商業空間

The TID Award of Commercial space

貝貝西點

Les Bébés Café & Bar

柏成設計有限公司

JC Architecture

主持設計師

Chief Designer

邱柏文 Johnny Chiu

王菱儀 Nora Wang

協同設計師

Co-designer

孫懋璋 Sunny Sun

沈盈婷 Ting Shen

攝影者

Photographer

游宏祥 Kyle You



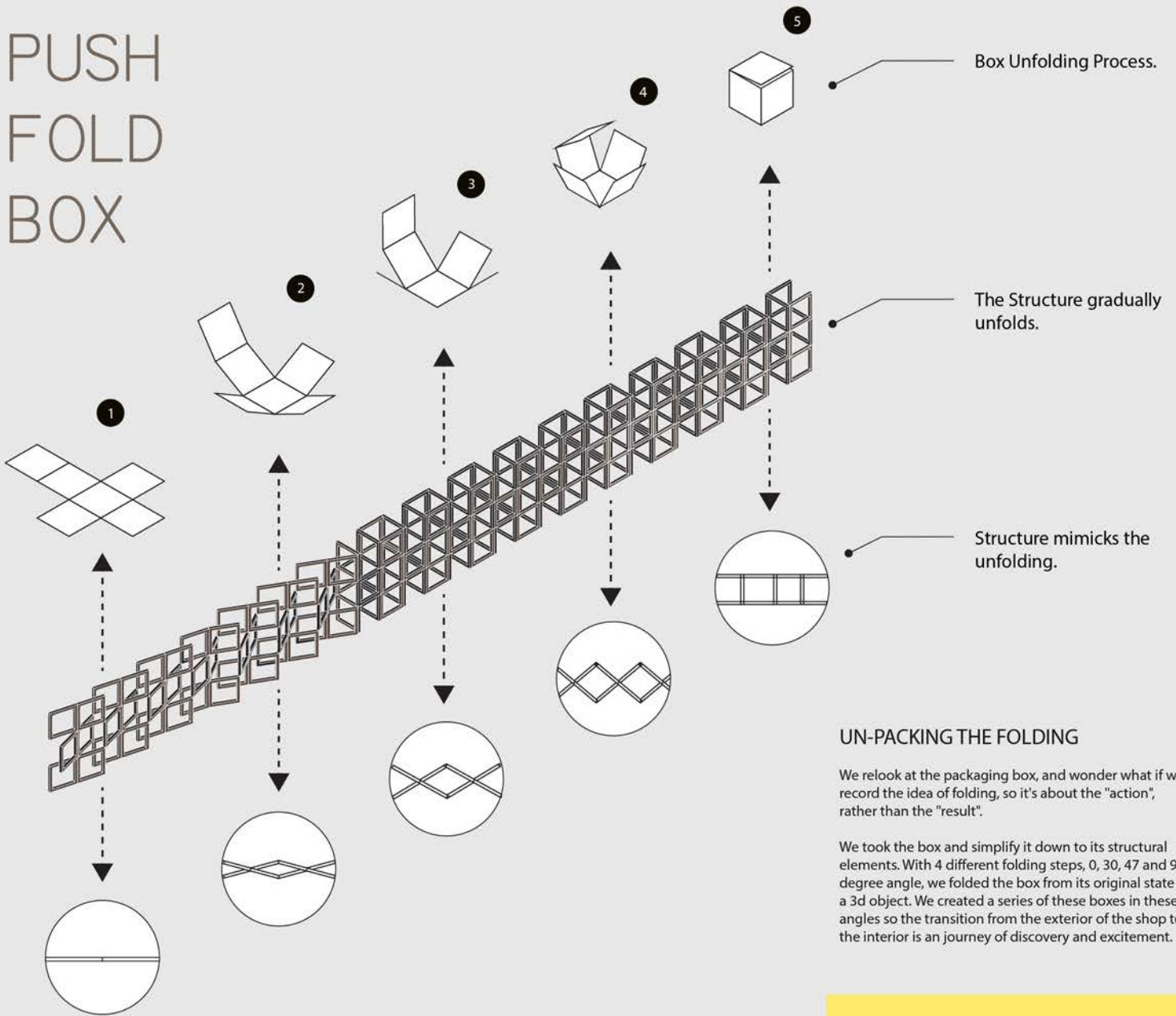
For customers, this sense of delight, surprise and freshness of transformation from the entrance into its take out area, into its cafe area is an ever changing scape that once again allow architecture and Les Bébés product to sync and compliment each other.

Upon the success of the first Les Bébés cupcakery store using the simple gesture of folding in creating the store space, the "folding" action became very interesting to us and we wonder how we can recreate this spatial concept without again to fold out space, but still be able to continue this concept in our 2nd store.

延續Les Bébés Cupcakery 的成功，由“折”包裝盒發展出的純淨空間，成為展演杯子蛋糕的最佳舞台。面對二店Les Bébés Cafe & Bar，我們思考如何延續“折”的概念及品牌精神，在不同的空間，做不同的動作。

Les Bébés
CAFE & BAR

PUSH FOLD BOX



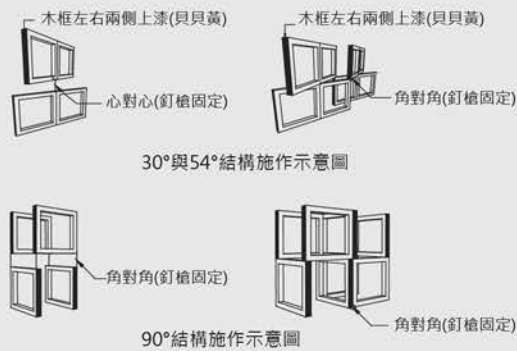
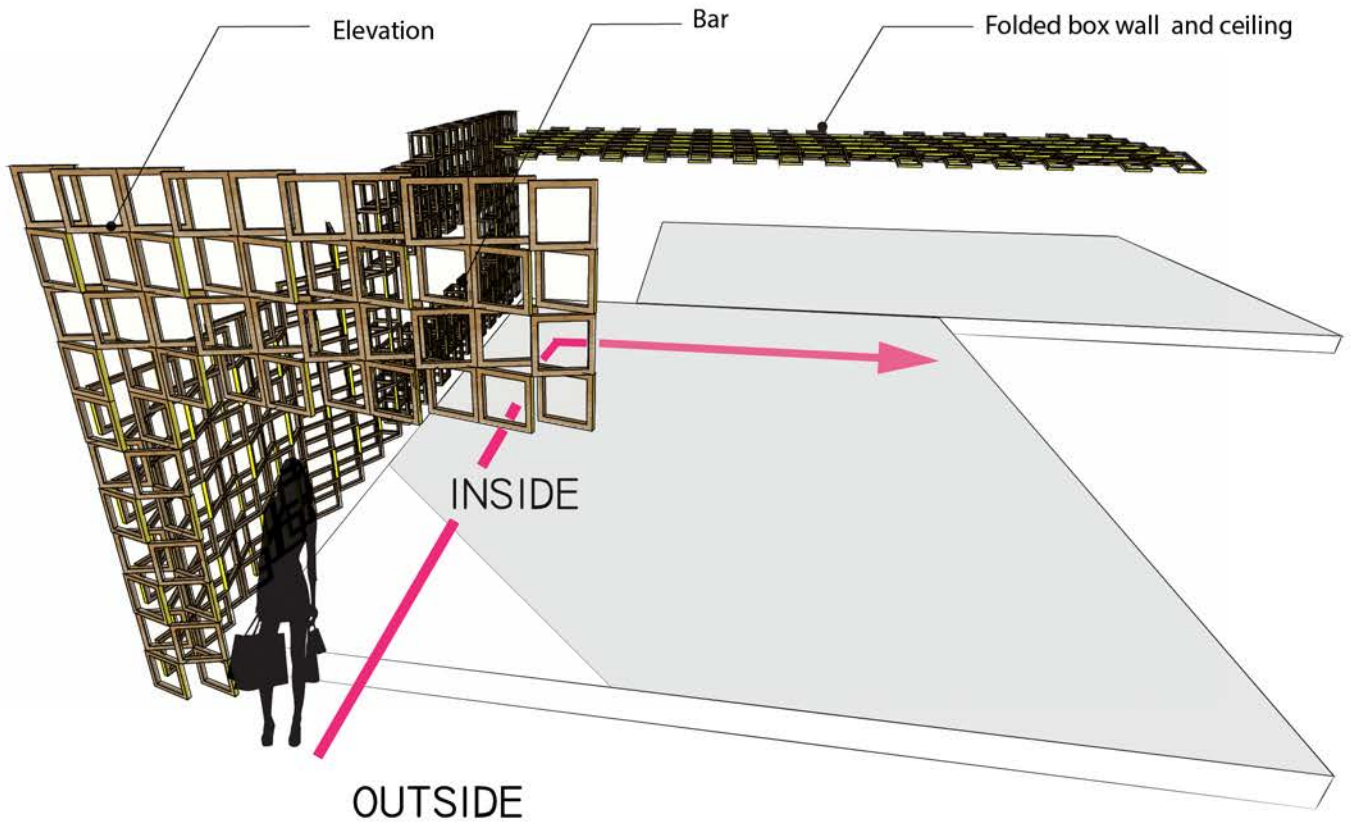
UN-PACKING THE FOLDING

We relook at the packaging box, and wonder what if we record the idea of folding, so it's about the "action", rather than the "result".

We took the box and simplify it down to its structural elements. With 4 different folding steps, 0, 30, 47 and 90 degree angle, we folded the box from its original state to a 3d object. We created a series of these boxes in these 4 angles so the transition from the exterior of the shop to the interior is an journey of discovery and excitement.

CONCEPT





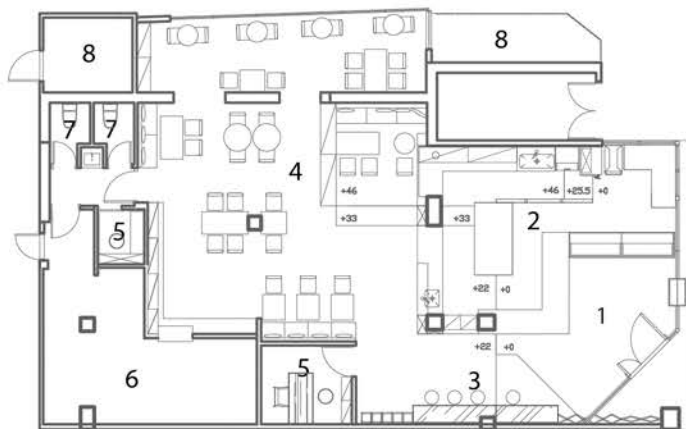
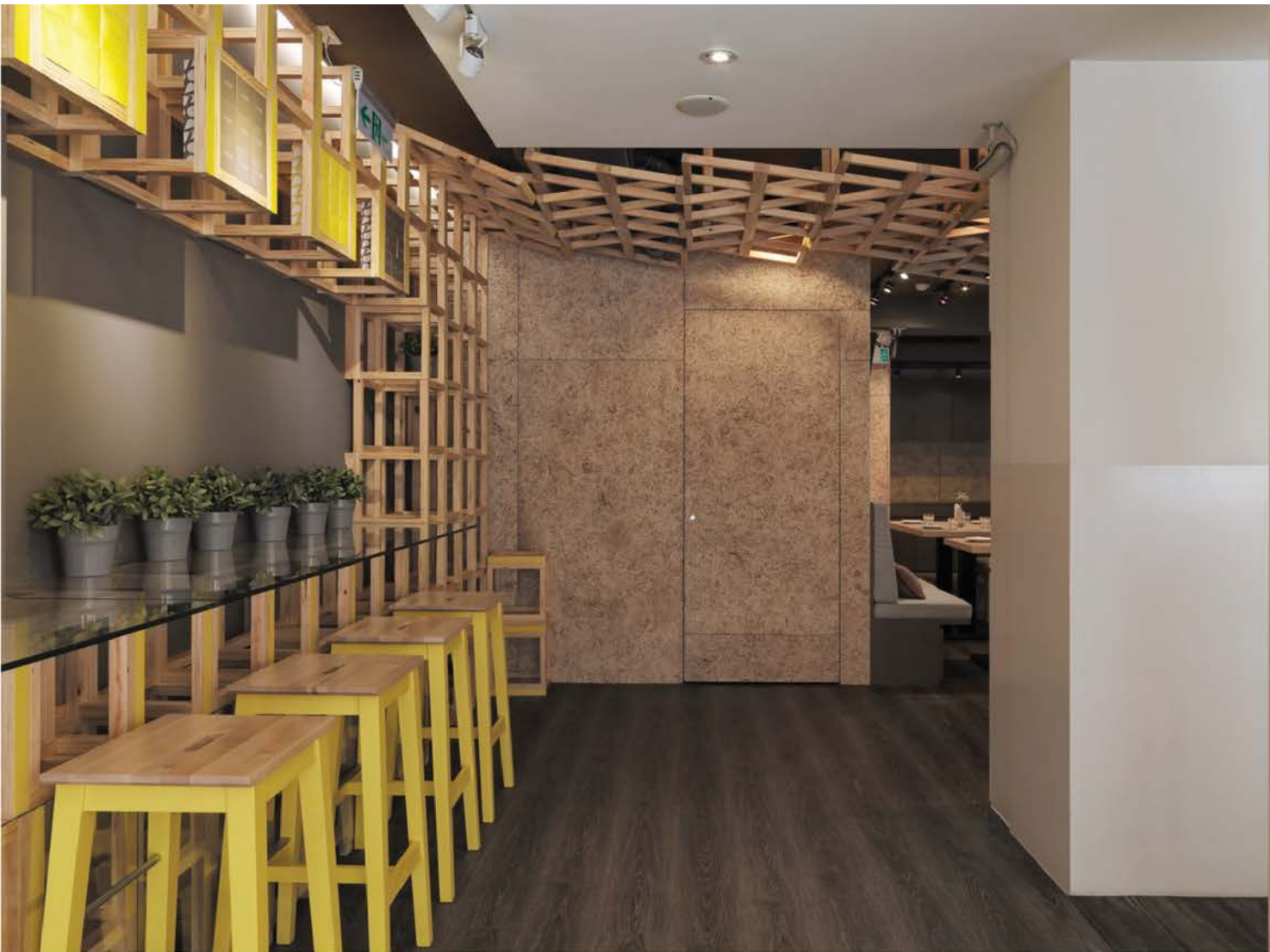
我們重新回到包裝盒，藉由不斷地拆解及組合的“動作”衍生出一連串的紀錄，這次並非單純的折出一個空間，而是要在這空間中記錄包裝的過程，同時呼應了每位顧客來店裡的一段體驗。

我們拿掉盒子的面，讓它只剩框架，藉由四個角度折疊的步驟，0、30、47和90度，從平面到3D，創造出一連串角度變化的過程，從外觀立面到內部立面及天花，像是一段從外到內探索美食的小小旅程。

對顧客而言，從門外經過外帶區再到內用區，伴隨感官上的愉快、驚喜及新鮮感，一如青田店，簡約的配色及歡愉的氣氛，讓杯子蛋糕及餐點成為主角。建築空間、西點及其包裝再次合為成功的西點品牌。

CONCEPT





1. Take Out Area
2. Take out kitchen
3. Bar
4. Dining Area
5. Office
6. Kitchen
7. Toilet
8. Machine room



PLAN

