

**TID** 2013 Award  
Taiwan Interior Design

商業空間

The TID Award of Commercial space

台灣大哥大 數位生活

Taiwan Mobile Digital Life

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# 台灣大哥大 數位生活

台灣大哥大 數位生活 是台灣的電信業者  
透過概念店的型式  
傳達並呈現有別於一般3C產品的體驗生活館  
基地位於台灣台北市松山文創園區內  
此區前身為「台灣省菸酒公賣局松山菸廠」  
1998年停止生產後  
2001年由台北市政府指定為市定古蹟  
目前規劃為台北文化體育園區、興建體育、購物中心與文化展演空間等設施  
成為台北市東區最文創的綠地園區

Taiwan Mobile Digital Life is a concept store where people can experience different 3C products  
By the way of interactive technology  
It provides innovative Cloud digital content service  
It's located at Songshan Cultural and Creative Park, Taipei City  
Taiwan and this area was formerly known as "Taiwanese Provincial Tobacco and Alcohol Monopoly Bureau Songshan Plant"  
After production ceased in 1998  
The plant was appointed by Taipei City Government as a cultural heritage in 2001  
This area is planned currently for The Taipei Dome Complex and  
Will be under the construction of sports space  
Shopping centers and cultural performance space to be the most cultural and creative area in eastern Taipei



## 概念

早期的台灣  
大榕樹下  
常為人群茶餘飯後及交談的聚集地  
大家互相交換資訊,分享生活

透過歷史  
我們想喚回過去人們窩在大樹下  
彼此交流的溫馨場域感  
以及  
運用設計  
將過去與未來3C科技結合  
營造  
最有人情味的體驗場所

## CONCEPTION

In the early times in Taiwan  
people often gathered under a big banyan  
to exchange information  
with each other and share their lives

The designer wanted to  
recall the warm sense of the  
site and combined the past with future  
3C technology to create a place  
full of human warmth

市集  
market

松興舊廠.  
old building

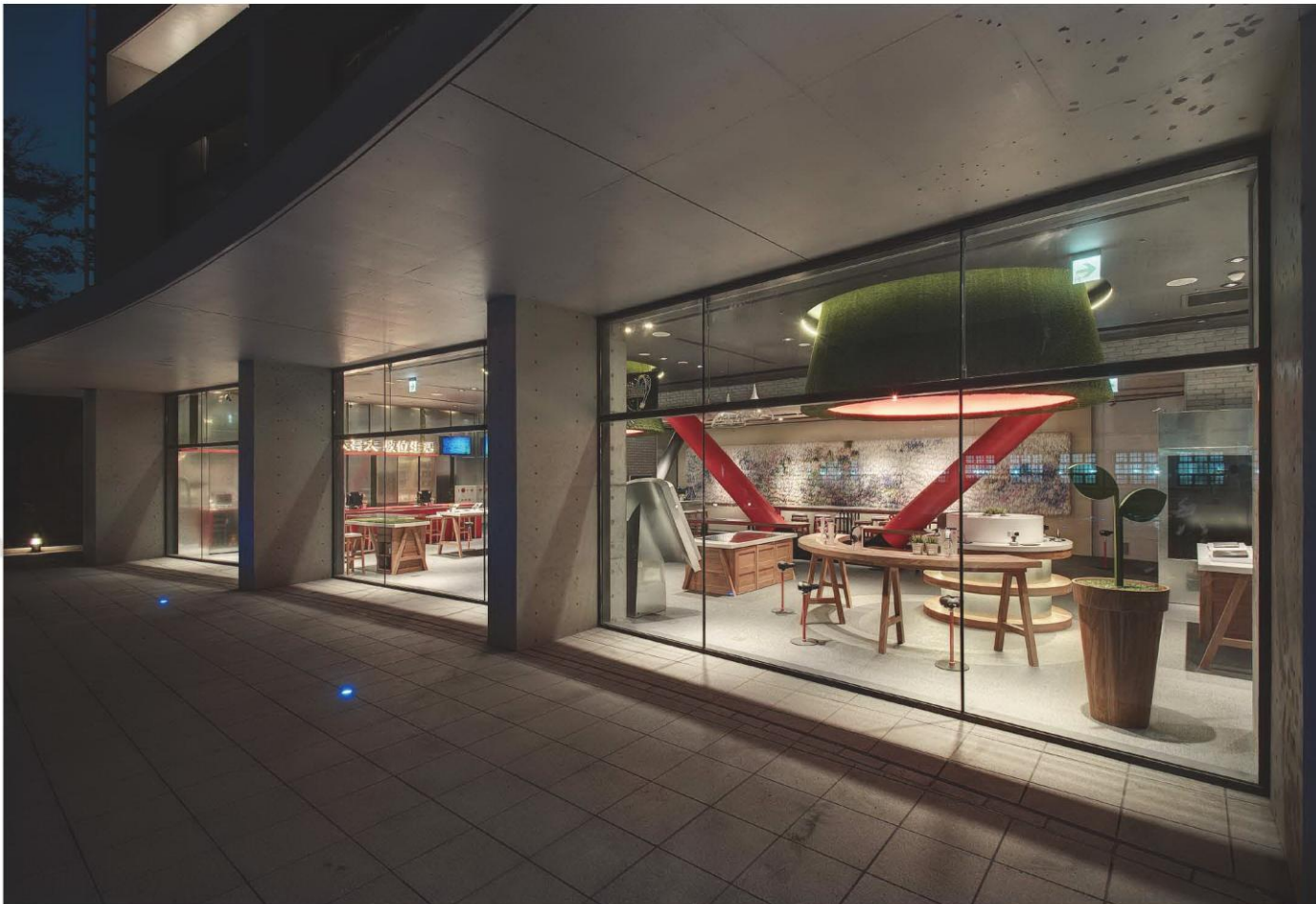
新大樓  
New building

位於園區內新建物的文創大樓一樓  
室外連接通往古蹟文化廣場  
試圖  
打破界線  
將廣場延伸至室內  
並將新與舊的意象融入  
帶進公園的氛圍  
營造  
結合科技/人文/自然的市集廣場



基地位置

Located in 1F of the new building  
the outdoor space is connected to the  
cultural heritage square  
trying to break down barriers  
and extending the square space to the indoor space  
The designer integrated new and old images  
brought in the atmosphere of the park  
and created a market square combining technology  
culture and nature



象徵大樹的綠色大燈罩置於體驗區上方，重現早期台灣樹下交換資訊的場景

Symbolizing a big tree, the big green lamp shade is above the experience area  
and reappears the scenario of gossiping under trees in the early times in Taiwan.

原有建物的 V 型結構  
換化成大樹的樹幹  
想像  
樹下乘涼  
悠閒地坐在公園裡  
拿本書  
享受自然的洗禮

此區為多功能室  
可用作新品發表 / 講演場地  
同時結合  
富邦藝術的無牆美術館  
不定期展覽各國藝術作品  
融入松山文化園區的氛圍中

V-shaped structure was  
transformed into a tree trunk  
Guests can imagine  
enjoying the cool under a tree  
lounging at the park and enjoying  
the natural baptism

This area is a multipurpose  
room and can be used to  
release new work and give a speech  
It also combines with  
No Walls Gallery of Fubon Art Foundation  
and occasionally holds national  
art work exhibitions to integrate with the  
atmosphere of Songshan Cultural  
and Creative Park



象徵企業如大樹般茁壯的樹幹,以標準的企業橘色,加深顧客對台灣大哥大的印象

It symbolizes the enterprise as strong as a tree trunk.  
The designer used standard orange to improve guests' impressions for Taiwan Mobile.



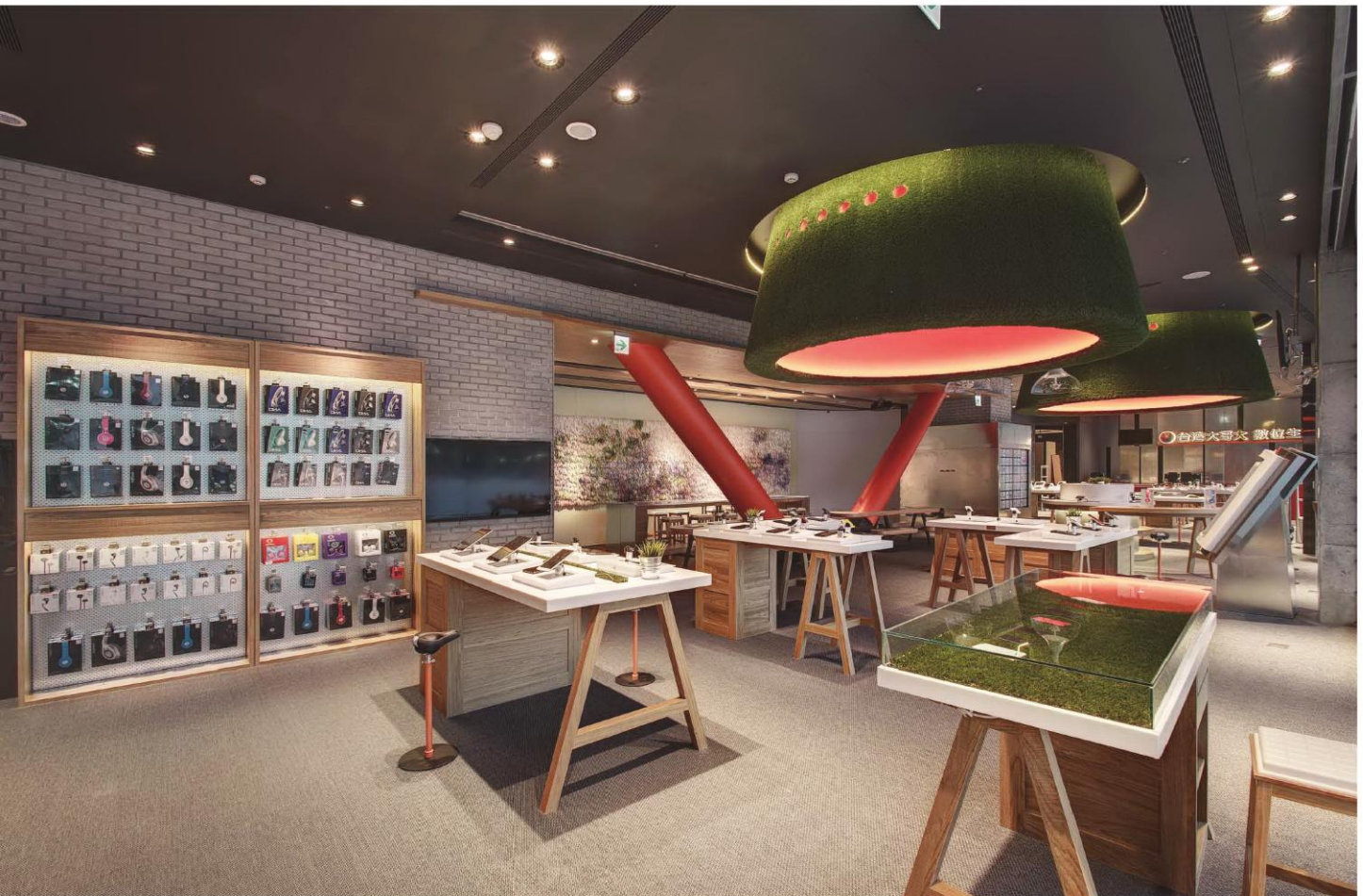
腳踏車設計椅  
方便客人暫時倚靠  
Bicycle design chairs are  
easy for guests temporarily lean to  
experience products



舊手機回收箱  
體驗產品  
以大盆栽造型  
製造童趣感

Old cell-phone-recycling  
boxes are shaped into large pots to create  
the sense of children's fun

mmbird



我們將廣場地磚的顏色延伸室內  
灰色的文化石則呼應對街的古蹟外觀  
木質的體驗桌  
讓空間產生溫馨舒適感

The designer extended the colors of square tiles into indoor space,  
gray stones echoing with the cultural heritage across the street,  
and wooden table making the space warm and comfort.





為保持桌面的簡潔  
我們將各個品牌的3C充電電源  
電子價目表  
以及  
防盜電線等複雜的電源線  
透過整理設計  
巧妙的安排在桌下的木作盒裡  
以供維修與儲藏新商品

To keep the tabletop clean  
the designer artfully arranged charge  
power supply electronic price lists  
as well as the complex power cords such  
as anti-theft wires in wooden boxes under  
the table for the maintenance  
and preservation of new merchandise

