



品牌設計類 TID 獎
The TID Award of Branding & Communication

老屋猶新。毛房蔥柚鍋
The rebirth of an old house-Mao Fun

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MAOFUN
毛房蔥柚鍋



MAO FUN
MAO FUN

THERE IS NO SINCERER LOVE THAN THE LOVE OF FOOD
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B&C-01-老屋猶新。毛房蔥柚鍋

有別於一般鍋物高湯，「毛房蔥柚鍋」使用日本經濟產業大臣賞，職人手工打造之「新光堂銅鍋」、「有次銅鍋」，因此設計時融入大量「銅」元素；鍋底嚴選日本大蔥，隨鍋料下鍋煮開，使湯頭味道具鮮韻層次；沾醬以柚醋與蘿蔔泥調製而成，蘸食小農蔬菜、冷藏肉品，風味微酸清爽。故以「日本大蔥」及「和風香柚」為核心主軸，巧妙將銅鍋、筷子、湯勺融入，組成主視覺意向，外牆店招亦以紅銅製作。

名片、菜單以黃銅鍋外型及色彩為設計基本元素，結合職人手打湯勺，加深鍋物料理的視覺印象。菜單帶入品牌故事和圓滿毛房的幾個元素，包括手打銅鍋、日本大蔥、和風香柚、小農食材、每日海鮮、冷藏鮮肉及巷弄老屋

「毛房蔥柚鍋」有趣的諧音來自經營者之姓氏，「團圓、歡迎回家吃飯」是毛房想傳達予消費者的主要概念，因此在入口牆面，以木作「團圓」二字及湯勺拼組而成的圓，帶出溫潤氛圍。

平面與室內設計雙團隊跨域整合，體現設計改造與設計師參與，於工程進行間進行材質、規劃方面的配合、溝通、修改，共同完成毛房品牌建立。

B&C-01- The rebirth of an old house-Mao Fun

The main difference between Man Fun hot pot and other hot pot is the craftsman-handmade copper pots form Aritsugu and Shinko Metal, which are recognized by METI Minister Award. In order to emphasize this feature," Copper "is widely applied in the design such as the copper signboard hanged on the wall. The soup of hot pod is stewed by selected Japan green onion and its taste is fresh and zesty. The dipping sauce is made from pomelo vinegar and grated radish. Cooked organic vegetable and tender meat served as dipping sauce are tasted slightly acidic and refreshing. Japan green onion and pomelo are the main point of logo design, and combined with the drawing of copper pot, chopsticks and spoon. A visual gourmet is presented form Mao Fun logo.

The appearance and color of the copper pot are inspiration of the design for business cards and menus. Utilizing the craftsman-handmade spoons in the design visualizes the hot pot cooking impression. Menus convey the origin and sincerity of Mao Fun hot pot, which included brand story, handmade copper pot, Japan green onion, pomelos, organic sweet vegetable, daily-delivered seafood, fresh meat and warm old house.

"Mao Fun hot pot" has an interesting homophone when pronounced in Mandarin. Its name is from the owner' s family name." Reunion, welcome home and dinning together" is the main concept which Mao Fun would like to bring to customers. For expressing this concept, there is a reunion visual design on the wall of entrance to make the warm and human touch atmosphere. It is a circle which consists of two wooded Chinese characters meaning" reunion" and is surrounded by different sizes of copper spoons.

The graphic and interior design team communicated and cooperated boundless to execute the whole design plan. During the renovation, all designers kept communicating and brainstorming to finish the planning and material choosing to achieve "Mao Fun" brand building.