



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

沃坦匠藝 台北展示店
WOTANCRAFT BRAND-STORE

工一設計有限公司
One Work Design

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沃坦匠藝/空間視覺意象

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WOTAN CRAFT







WOTANCRAFT

B&C-03-沃坦匠藝 台北展示店

Wotancraft 是一間以皮件設計為主的自創品牌工作室,成立於 2008 年.在早期是以設計高單價的腕表表帶為主.在 2015 年的春天, **Wotancraft** 決定擴大品牌經營以及開發的產品線,所以決定打造一個符合品牌精神的旗艦店.

在這個約 30 坪的店面空間裡,除了商品的展示及辦公空間以外,希望能創造一個複合式的空間,因此有了店中店的概念,在商場裡加入了咖啡吧檯的經營. **(W&M workshop).**

品牌視覺:

Wotancraft 是一個強調設計以及原創的品牌,所有的商品皆自行設計自行生產.雖然產品線眾多,但使用材料都只有”皮革”.所以空間的定調設定用原生材料烘托出空間的質感.在空間的氣氛安排,希望一進來的顧客可以感受到強烈獨特的氛圍,所以在整體材料的使用上,大部分面積的牆面及天花板,我們運用了手作塗料,一筆一畫的描繪出空間的手作感以及強烈的筆觸,試圖讓顧客感受到 Wotancraft 給人獨特的創作感,地板則使用實木加工,讓整個空間的氛圍就像一幅低調有力量的抽象畫,空氣中混著實木以及皮革的天然香氛.

展品陳列:

Wotancraft 的產品給人的感覺是粗曠中帶著細膩,是皮革的精品,所以在表帶的陳列方面,使用水泥塊的底座,外面再用精品式的玻璃作保護,讓粗曠的精神被好好的呵護著;包包類的展示,展台刻意用白色的天然石材,讓細緻的石材在粗曠的空間中成為反差,也呼應 Wotancraft 的產品精神.展台的高度也特別降低,讓顧客可以輕易欣賞到展品的全貌,展台的底部也設計滾輪,可以輕易的變換展架排列方式,展架內側設計為亮面不鏽鋼,讓看似沉重的石材展座有輕盈之感,象徵著 Wotancraft 對於材質的創作常常讓人覺得驚喜之處.

外觀設計:

以材料原始的風貌呈現,運用水泥和鐵件,是兩種會隨著時間,氣候,產生變化的材料,就像 Wotancraft 的皮革一樣,隨著時間的淬練越來越有自己的味道.外觀佈局上,局部的隱密性讓室內產生某種程度的神秘感,在光照最好的一側,規劃了格子窗,讓光線引入室內,透過格子的排列,讓室內產生不同的光影表情.

招牌設計:

Wotancraft 的品牌精神,是強調手作皮革,我們讓 Wotancraft 拓印在水泥中.就像皮革的壓印一般,是原生的印記,而非附加上去的概念.

咖啡吧檯:

每日提供限量的手工咖啡,咖啡師希望可以透過咖啡沖煮的過程與顧客交流,因此咖啡區域的設計是直接與咖啡師對坐的,可以看到製作咖啡的整個過程,在吧檯的設計,在吧檯側面開了一個上掀窗,吧檯延伸出窗外,讓吧檯與街廓產生互動,路過的人可以外帶咖啡,甚至在巷口就聞的到咖啡香.

B&C-03- WOTANCRAFT BRAND-STORE

Founded in 2008, **Wotancraft** is an original brand workshop focusing on leather-designed pieces. At first, it mainly designed high-end waist bands, in the spring of 2005, **Wotnacraft** decided to expand its brand management and start developing its own product lines and build a flagship store that could live up to its brand spirits.

In the store that is around 30 square feet, there are display and office areas; however, Wotancraft wishes to create a compound space, so the concept of a store within a store is born. Wotancraft adds a coffee bar into the store **(W&M workshop).**

Brand Visual:

We realize that Wotancraft is a brand emphasizes on design and originality. All of Wotancraft's products are designed and made on its own, and the only material being used is leather. Therefore, the tone of the spaces is set to apply raw materials to draw forth the texture of the space. As far as the ambiances arrangement is concerned, we wish customers to feel the strong and unique vibe, so we choose to use uniform material, namely hand-drawn paintings, on most parts of the walls and ceilings. With every strong hand-drawn stroke, we hope to breathe a sense of roughness into the space, and make the customers feel this one of a kind creation as well. The floors are clad with processed timber, making the whole space look like a subtle but powerful abstract painting. A mixed scent of timber and leather fills the air.

Product Exhibition:

WotanCraft's product is a assortment of rawness with sophistication. Since the watchbands are high-end leather commodities, we choose a concrete base to go with them in respect to displaying; moreover, we use showcase made of glass, which is mainly used for luxuries, to enclose the sense of roughness within. As for our bags, we use natural white stone materials to serve as exhibition platform deliberately so as to manifest the contrast between the subtleness and the wild space, which matches the essence of Wotancraft's products. We lower the height of the exhibition platform so the customers can get a full view of the product more easily. The inner side of the exhibition frame is made of stainless steel to lighten the heavy feel of the stone materials, which also symbolizes Wotancraft's innovative thinking on materials.

Exterior Design:

We use concrete and iron pieces, two materials that will change with time and seasons, to show the true colors of materials. This attribute is just like Wotancraft's leather, which mellows with time and radiates it own personality. As far as exterior layout is concerned, a mysterious vibe arises out of the partially private arrangement. We design lattice windows on sides that receive the most desirable lighting to guide the lights into the store, through this, we create various expressions with lights and shades.

Billboard Design:

Hand-made leather is Wotancraft's brand spirit. By printing our brand name on concrete, we emphasize our emblem concept as original instead of additional, just like the printing technique we apply in making leather.

Coffee Bar:

We offer limited handmade coffee everyday. We'd love seeing the baristas communicate with customers when making coffees, so we design the customer seats facing the baristas, allowing customers enjoy the process of their coffee being made. As far as the design of the bar, we add a window that can be opened upward on the side of the bar to create the extension, making an interactive connection between the bar and the street. The people walking by can order coffee and even smell it from afar.