



商業空間類餐飲空間 TID 獎  
The TID Award of Commercial Space/ Food & Beverage Space

#OMG

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## CS-F-53-#OMG

這間西日式餐廳以桃紅色及白色為主，桃紅色背後隱藏日本國旗所含的紅色及白色，混合後所衍生出來的顏色。餐廳名字#OMG 是各大社交平台上常見的井型標籤主題，這些題標通常使用在社交平台例如 Twitter、Instagram、Facebook 及 Google Plus 等的貼文中，用來將各篇獨立的貼文串連在一起，令使用者可以借著各種題標連結到同一個平台內標記有相同題標的貼文。設計師今次就打破傳統，將與互聯網有關聯的設計都放入店內。頭頂上可見縱橫交錯、鋸齒型的特製桃紅色天花燈，就如把影像的像素不停放大後，可以見到的起角位，而它們相互交集，互相串連，亦表現了互聯網將人與人接連在一起的特色。地板的圖案同樣可見這些鋸齒形狀，設計師特意訂製人造石以拼合此圖案，由於這種桃紅色地磚在市面上很難找到，設計師也是特意訂製，縫間同樣以特製桃紅色地磚填縫劑填滿。傢俱則採用較為方型的桌椅，同樣表現出像素放大後的直角特色，餐廳內的卡位採用仿石，利落大方，而桌旁則以橡木塑白色來加工，令整體感覺更和諧，部份座墊則放上絨座墊。店內亦可見店名#OMG 的字樣，設計師將這三個字母像素化，以方型感覺來呈現，繼續與主題相互呼應。

## CS-F-53- #OMG

#OMG is a Japanese restaurant in Hong Kong. The restaurant name #OMG is a hashtag label commonly used in several major social media platforms, such as Twitter, Instagram, Facebook, Google Plus, etc. Users create hashtags by placing a “#” sign before a word or a phrase. It allows them to express their feelings, and at the same time search for posts with the same hashtag. In the design of this restaurant, the designers have incorporated a lot of concepts that are associated with the Internet and social media. They have chosen magenta as the main color theme of this restaurant. This color not only resembles sakura, a symbol of Japan, but is also a mix of the white and red colors on the Japanese flag. On the ceiling are some custom-made magenta lamps, criss-crossing each other illustrating a zigzag pattern. It resembles the pixelated image when a picture is being immensely enlarged. This web of lamps also represents how the Internet connects people around the globe, just like how hashtags enable users to browse stories of other people. Echoing with the design of the lamps, the floor patterns are also in zigzag shape. Customized homogeneous tiles form zigzag floor pattern, the designers have also customized magenta grouting to fill the gap between the tiles, which is of exactly the same color as other decorations in the restaurant. To again resemble pixelated images, the designers picked square tables and chairs with right-angled corners. The booth seatings are made from solid surfacing to imitate rigid and angular pixels. The edges of the tables are painted in white oak color for decoration. These features of the furniture together create a harmonious and neat feeling. The name of the restaurant ‘#OMG’ on the main wall are being pixelated, presented in square forms, which continue to connect with the theme of this restaurant.