

**TID** 11<sup>th</sup> 2018 Award  
Taiwan Interior Design

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

Speaker Cloud

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#### BC-24-Speaker Cloud

捕捉聲波的輪廓 Speaker cloud 看起來像一朵雲，意象來自於包覆感的聲波，商品本身來自一個新創耳機品牌，著重於聲音的品質以及個人的獨特風格，我們思考如何在商場空間創造出一個不受外界影響的聲音與生理上的包覆感，來呼應耳機產品本身的價值。耳機主要客群為從 15 到 30 歲的年輕族群，能夠吸引大眾的商店視覺也變得十分重要，所以我們反覆思考，該如何在這樣的小櫃位，打造強烈的品牌形象，讓每個經過的人第一眼發現商店本身，更注意到商品。在思考設計時，我們摒棄傳統商店僅呈列商品的功能，而是將商品與空間融合，讓整個商店彷彿一件藝術品，引人駐足。首先，我們希望藉由一非常獨特的物件來定義這個空間，讓空間體驗更有包覆感，每個走進商店的人，不自覺地走進其中，沉醉在商品與空間之中。我們將看不見的聲波，想像成輕柔的雲，但採以金屬網這樣剛硬的材質來製作，藉此呼應耳機本身的金屬元素。我們懸掛 Speaker Cloud 於天花板並置於商店中央，將耳機懸掛至雲上，耳機如同雨滴般從雲落下，當人走進商店，走進聲音的雲中，彷彿能感受空間傳達的訊息，讓音樂的流動有如雨滴，流進每個人的生活裡。

#### BC-24-Speaker Cloud

Capture the Shape of Sound Speaker Cloud is a unique and special design project, it is a small counter situated in the department store at Ximen. The tiny space makes it a challenge to design. "Speaker Cloud" is a new brand that mainly sells earphones for young ages. Therefore, we realize the exterior of space must have strong fascination. But how could we build brand visual in this tiny space, which is not only able to draw passengers' attention, but also bring them to notice the products. In traditional thinking, the function of shopping space is to display product. Rather than following this way of design thinking, we choose to connect the product with space itself, and transform the space into a piece of art to become a fascination. First, we hope to define and enclose this space by a unique object, to upgrade the space experience, allowing everyone walking into the space to enjoy the products and space. We figure out this object to be a cloud, like a sound cloud floating inside this space. Instead of applying soft material to present the sound cloud, we choose metal mesh, a material with hard element. Apart from hanging this cloud from the ceiling and place it in the middle of the shop, we also hang the products, earphones, on the cloud. Those hanging earphones turn out to look like raindrops falling. When people walked in the shop, they could receive the messages flowing in space. When you put in earphones, the music from the earphones also became raindrops, raining into everyone's life experience.

