

TID^{11th} 2018 Award

Taiwan Interior Design

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

ITAFE

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Chief Designer

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Co-designer

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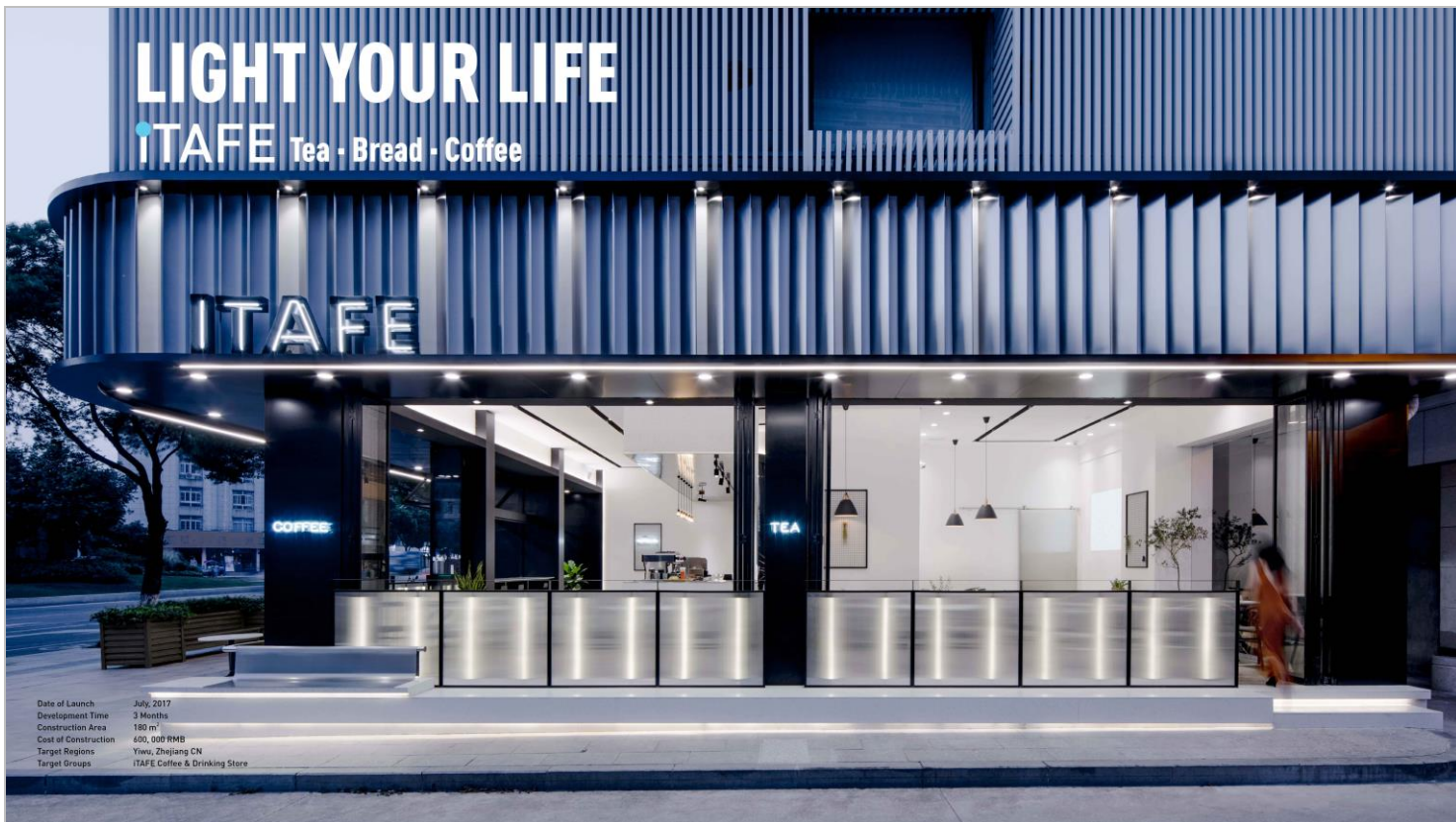
陸從祥 LUCX

攝影者
Photographer

PeterDixie

LIGHT YOUR LIFE

iTAFE Tea · Bread · Coffee



Date of Launch July, 2017
Development Time 3 Months
Construction Area 180 m²
Cost of Construction 600,000 RMB
Target Regions Yiwu, Zhejiang CN
Target Groups iTAFE Coffee & Drinking Store

INTRODUCTION

About the city, about the store

關 於 城 市 關 於 店 鋪

Like iTAFE's Logo design inspiration drawn from a matchstick, The Day Lab Design Team hopes to illuminate the community with design sparks. The City of Yiwu in Central Zhejiang Province, China, is renowned for its small commodity trade. Traders from all over the world come to the Yiwu Market daily for quick trades and leave in a hurry.

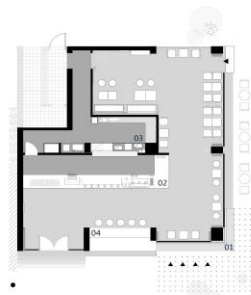
iTAFE 的 logo 是一個火柴，門西設計通過設計讓空間點燃了整個城市。中國義烏，被公認為全球知名的小商品集散地，每天吸引著全世界的主業人來到這裡，為取所賣之後匆匆離開。

Despite Yiwu being a county-level city and one of the powerful economic cities of China, it lacks facilities to provide visitors, and most importantly consumers in search of better life-style. The Day Lab Design Team challenged this with avant-garde, experimental Interior Design style, ingenious open-layed concept allow the interior design to spill over to the street, create interest and thereby winning the praises of young consumers.

雖然市級市非常富裕，但缺乏缺乏生活方式的消費。門西設計想要挑戰這一點，用前衛的、實驗性的室內設計風格和設計概念，開放式的空間概念把設計，設計整個空間，讓青年輕消費者們認可和喜愛。

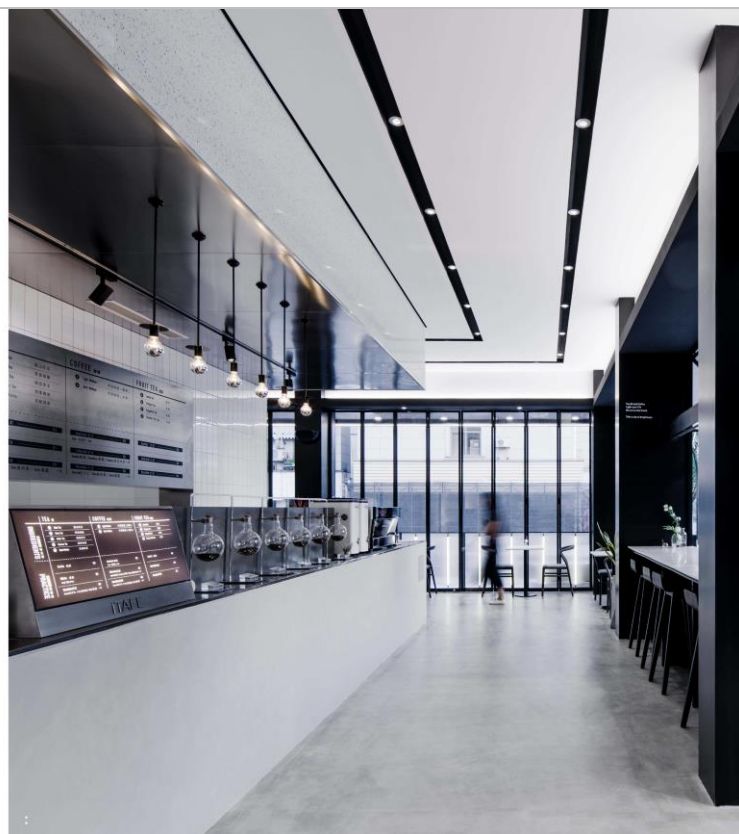
iTAFE
Light your life.

2 MILLION PEOPLE
CITY 義烏人口
4 TIER CITY
四線城市
500 Thousand
Foreigners/year
每年 50 萬外賓



01 OUTDOOR SEAT 戶外座椅
02 BAR TABLE 吧檯
03 OPERATING ROOM 操作區
04 LONG TABLE WITH SCREEN 帶螢幕長桌

• Layout 平面布置圖
• Interior photo 室內空間實景照片



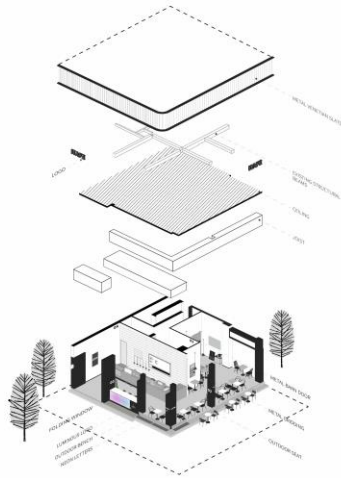
STRUCTURE

Be open Be welcoming

空間設計

Ingenious open-layout concept allow the interior design to spill over to the street, create interest and thereby winning the praises of young consumers.

開放式過道的空間鋪用瓦片，讓動線很明確；同時為顧客展示輕鬆優雅的生活態度，贏得年輕消費者的認同和喜愛。



- Explosion view 爆炸分析圖
- Facade during the day time 日間外立面效果
- Bent metal panel as back support 金屬薄板彎曲而成的椅背
- Metal barn door 金屬對開門



Two meanings of 'light your life'

Light 的兩種設計詮釋



First of all, "Light" is Bright and Illuminates. ITAFE's lighting design is certainly brilliant. In the storefront design, we have designed metal Venetian slats to absorb and reflect different color shades from various times of the day, seasons and weather conditions. Harnessing natural light by employing use of reflective materials can reduce the need for unnecessary artificial lighting, as only daylight can achieve this sort of vibrancy and brilliance. At night, artificial lighting integrated into the gaps of the slats creates interest and momentum. Pedestrians enjoy different impressions from different perspectives.

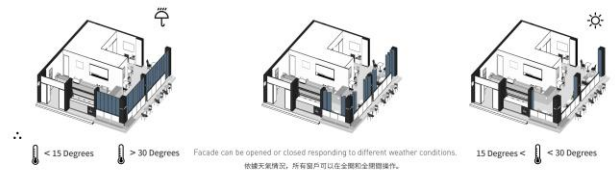
首先，Light 是“光線、點亮”，ITAFE 燈光設計和空間效果無疑十分出色。門頭設計採用了金屬百葉窗形式，日間隨著時間、天氣、季節的不同高度能反射出環境光的變化，並利用自然光就能營造出比人工照明更加明亮的情緒效果。夜晚，百葉窗和中間隔相同距離加入射燈照明，走動中行人視線和百葉窗高度改變，使得每一秒看到的區域高度不斷變化，整體呈現具有鮮明的節奏感。

Bright and Illuminates.

OPENABLE FACADE

from purely open to completely closed

“全封閉”至“全開放”的自由切換



The exterior balustrade is another design highlight. Polycarbonate material is a cost effective material for building's sun shading, we have employed the use of this material in the balustrades as a light diffuser. This particular material diffuses the outline of the lamp source but also has a special characteristic to allow light to travel to and highlight the edge of each panel.

護欄的設計也是一處亮點，通常存在低成本建築護欄的條木板，這裡採用了透光的聚碳酸酯，白天視覺通透輕潔，夜晚燈光點亮後，光線柔和且有利。



- Street corner is the meeting 轉角相遇
- Canopy in the day and night 白天夜晚外立面光感對比
- Adaptable window system 開放式門窗系統
- Semi-transparent balustrade lighting at night 夜間發光的半透明護欄室內環境

DETAILS

Brand concept reflects in details

細 部 分 析



"Light" also implies lightweight. ITAFE's Interior Design material scheme and design technique is centered around simplicity. stainless steel (polished, hairline, black powder coating finishes), cement, terrazzo, polycarbonate, honeycomb acrylic, may seem like ordinary materials but with the ingenious implementation of the design team, these materials in different finishes are woven into a harmonious symphony.

"Light" 另外還指代“輕量、輕盈”。ITAFE 室內空間在選材和形式上力求簡潔。不鏽鋼（鏡面、拉絲、黑色噴塗）、水泥、水磨石、聚碳酸酯、（泡材料組裝），種種看似尋常的材料在設計師手中的巧妙組合下，相對材質與不同的色澤，不同材質又協調統一，營造和諧又協調統一。

With true integrity to the design statement of Lightweight, the design team has abolished the typically cluttered workshop and instead situated the equipment in the back pantry. Through clever layout and a window to connect the pantry and bar, a streamlined and sleek bar-counter design is achieved.

不止如此，吧台設計中始終貫穿“輕量”設計概念。設計師將傳統充滿設備的後操作室取消，將其安置到後方的廚房內，通過一個半開放式廚房實現良好的功能互動，視覺上更淨更亮。



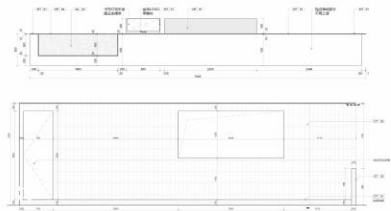
The outdoor furniture is constructed from 5mm thickness stainless steel sheets. The termination detail at the top of the backrest is that a light weighted sheet of metal being eased into a scroll.

戶外座椅椅採用 5mm 厚的不鏽鋼板折彎，細節的處理使得原本堅硬鋒利的金屬如同一張輕薄柔軟的紙張在座椅上，舉重若輕。

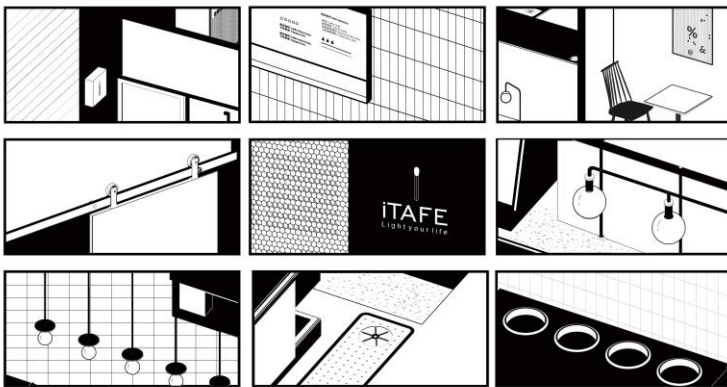
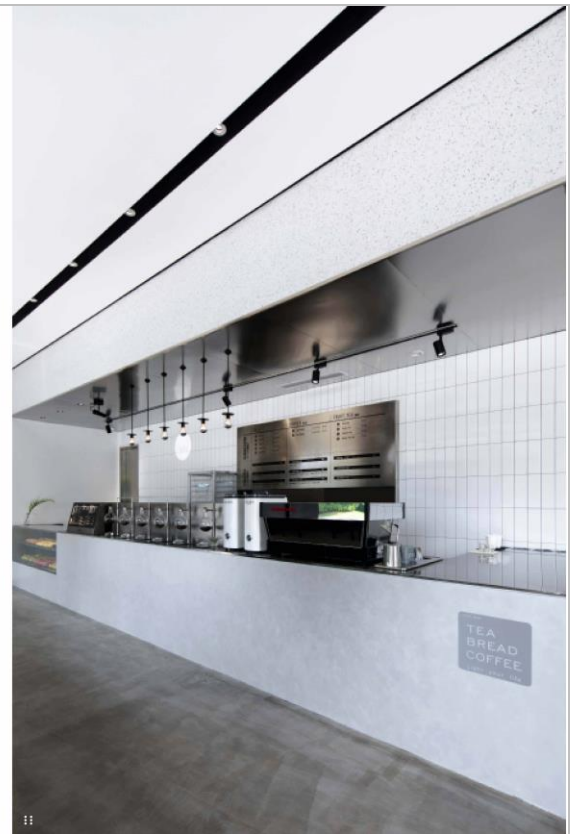


This reflective surface equates to an interactive and dynamic movie projection screen showing all corners of the outlet and providing "a bird's eye view" of the coffee making process, to the customers.

鏡面材質出現在吧台的頂面，我們希望得“廣視的鳥瞰”讓顧客看到咖啡的製作過程，這是一種電影感，也是本案又一成功的嘗試。



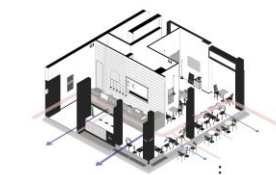
- Artificial stone ceiling detail 1 人造石頂面細節 1
- Bar table detail 吧台桌細節
- Outdoor seat detail 戶外座椅細節
- Drawing of bar table & backwall 吧台與後牆面圖
- Artificial stone ceiling detail 2 人造石頂面細節 2
- Bar table & backwall 吧台與後牆面



ATTRACTION

New media attracts potential consumers

新 媒 體 吸 引 潛 在 消 費 者



- Illustration of details 細節透視
- Air & people flow motion pattern 空氣與人流線路
- Screen is enclosed in the long communal table 屏幕下方圍入圍欄

Adjacent to the entrance, a digital screen is enclosed in the long communal table. We covered the screen with acrylic honeycomb material to create pixelated graphics. The screen displays animations of harvesting coffee beans to its production and packaging. By doing so, we hope to attract customers, who are potentially interested in making coffee or tea, to come into the store. The animations displayed on the digital screen can be tweaked to portray festivities' atmosphere and so the outlet does not need further decorations.

在靠近入口處連通廚房區域的長桌下方嵌入了一塊電視螢幕，在螢幕外又圍了一層蜂窩狀亚克力，讓螢幕顯得“像素化”，非常有趣。這塊螢幕日常播放咖啡採集到製作的過程，目的在於引起潛在消費者對咖啡味道及嘗試的興趣。在節日裡，螢幕將播放具有節日氛圍的影片，不必做過多的節日裝飾，這家店也將變得與往日不同的體驗。





The bar top is not only core of functionality but also the visual focal point. This area is endowed with a cluster of 6 tea-drop pendant lamps, which correspond to 6 glass flasks on the counter top. This art installation portrays coffee and tea purification and extraction process.

作為核心功能區的吧臺上還有一處頗有藝術性的設計——六組水滴吊燈，對應六組燒瓶，暗示茶飲咖啡的提純萃取過程，生動精妙。



The entire interior shows a transition of colors and materials: transparent to white, to grey then black, meanwhile the soft felt shades to leather; to cement until hard materials such as marble and metal. As an intermediate, indoor green plants in low saturation becomingly decorate in between those switches, which helps to create an harmonious atmosphere.

整個空間都在透明——白色——灰色——黑色之間溫度切換，也都在軟的毛氈——皮革——水泥——到堅硬的石材金屬之間切換，適時出現的綠色盆栽，也都以灰綠色為主，在統一中做空間的調味劑。

MATERIALS

A transition of colors and materials

色彩與材料的調律

- Ceiling lamps in drip shape & flasks 水滴形燈與燒瓶
- Indoor seats 室內座椅

CSF-07-ITAFE

ITAFE 的 logo 是一個火柴，設計通過設計讓空間點亮了整個城市。中國義烏，長久以來作為全球知名的小商品集散地，每天吸引著全世界的生意人來到這裡，各取所需之後匆匆離開。

縣級市義烏非常富裕，但嚴重缺乏生活方式的消費。想要挑戰這一點，用前衛的、實驗性的室內設計風格製造話題，開放通透的空間擁抱街角，啟動整個街區，贏得年輕消費者的認同和喜愛。

ITAFE 的精神 light your life 是這家店從產品到設計的靈魂。我們拋棄了厚重冗長的功能表設計，用簡潔的排版只呈現給消費者最頂尖品質的咖啡、茶和麵包，也就是店名 ITAFE 字母中暗示的 Tea, bread, coffee，簡單而純粹。

在空間中，light your life 含有的兩重意義：

首先 Light 是「光明、點亮」，ITAFE 燈光的設計和呈現效果毫無疑問十分出彩。門頭設計採用了金屬百葉的形式，日間隨著時間、天氣、季節的不同表皮能反射出環境光的變化，單純利用自然光就能獲得比人工照明更加明亮的視覺效果；夜晚，百葉陣列中間隔相同距離加入射燈照明，走動中行人視線和百葉間角度改變，使得每一個被射燈照亮的區域寬度不斷變化，整個店招具有鮮明的節奏感。

在靠近入口處遠離顧客座椅區的長桌下方嵌入了一塊電視螢幕，在螢幕外又覆蓋了一層蜂窩亞克力，讓螢幕變得「像素化」，非常有創意。這塊螢幕日常播放咖啡從採集到製作的錄影，目的在於引起潛在消費者瞭解咖啡並進店嘗試的興趣。在節日裡，螢幕將播放具有節日氛圍的影片，不必做過多的節日裝飾，這家店也將煥發與往日不同的樣貌。

護欄的設計也是一處亮點，通常用在低成本建築頂棚的陽光板，這裡成為了護欄的透光板，使光源柔且有形。Light 另外還只指「纖薄、輕量」。ITAFE 室內空間在選材和形式上力求簡潔，金屬（鏡面、拉絲、黑色烤漆）、水泥、水磨石、陽光板、蜂窩亞克力，幾種看似尋常的材料在設計師手中的到巧妙的運用，相同材質變換不同色澤，不同材質又協調統一。

戶外座椅採用 5MM 厚的金屬板折彎，細節的處理使得原本堅硬犀利的金屬如同一張輕薄柔軟的紙搭在滾軸上，舉重若輕。

鏡面材質出現在吧台的頂面，我們希望用「俯視的角度」讓顧客看到咖啡的製作過程，呈現一種電影感，也是本專案又一成功的嘗試。

不止如此，吧台設計中始終貫穿「輕量」設計概念，設計師將傳統佈滿設備的後操作臺取消，將其安置到背後的廚房內，通過一個半開放視窗來實現良好的功能互動，視覺上素淨簡潔。

作為核心功能區的吧臺上還有一處頗有藝術性的設計——六組水滴吊燈，對應六組燒瓶，暗示茶飲咖啡的提純萃取過程，生動精妙。

裝有不同品種精選茶葉的圓形燒瓶被固定在金屬支架上，一字排開，顧客可以近距離觀察茶葉的品質。水滴狀吊燈，酷似萃取時滴瀝滲出變得更濃郁的過程。優秀的店鋪設計不會只服務顧客，同時也使整個街區受益。設計落成前，整個路口周邊建築單調陳舊，缺乏吸引力，行人只是匆匆路過。而如今，ITAFE 不僅通過設計吸引了整個城市的年輕人和各國的商人、旅人，充滿開放性的戶外座椅設計，也為周邊市民提供了一個休閒歇腳之處，而茶和咖啡文化也因此感染著他們，實現未來更好的商業回饋。我想，這也是一個優秀設計所帶來的一切。

CSF-07-ITAFE

Like ITAFE's Logo design inspiration drawn from a matchstick, The Day Lab Design Team hopes to illuminate the community with design sparks. The City of Yiwu in Central Zhejiang Province, China, is renowned for its small commodity trade. Traders from all over the world come to the Yiwu Market daily for quick trades and leave in a hurry. Despite Yiwu being a county-level city and one of the powerful economic cities of China, it lacks facilities to provide visitors, and most importantly consumers in search of better lifestyle. The Day Lab Design Team challenged this with avant-garde, experimental Interior Design style; ingenious open-layout concept allow the interior design to spill over to the street, create interest and thereby winning the praises of young consumers

ITAFE's ideology of "Light Your Life" is the design soul of all the products from this outlet. We abandoned lengthy and hefty menus, and adapted clean and simple layouts. In getting rid of all the fuss, we bring into the limelight top notched quality coffee, tea and coffee.

In the Interior, "Light Your Life" embodies 2 meanings:

First of all, "Light" is Bright and Illuminates. ITAFE's lighting design is certainly brilliant. In the storefront design, we have designed metal Venetian slats to absorb and reflect different color shades from various times of the day, seasons and weather conditions. Harnessing natural light by employing use of reflective materials can reduce the need for unnecessary artificial lighting, as only daylight can achieve this sort of vibrancy and brilliance. At night, artificial lighting integrated into the gaps of the slats creates interest and momentum. Pedestrians enjoy different impressions from different perspectives.

Adjacent to the entrance, a digital screen is encased in the long communal table. We covered the screen with acrylic honeycomb material to create pixelated graphics. The screen displays animations of harvesting coffee beans to its production and packaging. In so doing, we hope to bring awareness and attract consumers. The animations displayed on the digital screen can be tweaked to portray festivities' atmosphere and so the outlet does not need further decorations. The exterior balustrade is another design highlight. Polycarbonate material is a cost effective material for building' sun shading, we have employed the use of this material in the balustrades as a light diffuser. This particular material diffuses the outline of the lamp source but also has a special characteristic to allow light to travel to and highlight the edge of each panel.

"Light" also implies lightweight. ITAFE's Interior Design material scheme and design technique is centered around simplicity; stainless steel (polished, hairline, black powder coating finishes), cement, terrazzo, polycarbonate, honeycomb acrylic, may seem like ordinary materials but with the ingenious implementation of the design team, these materials in different finishes are woven into a harmonious symphony.

The outdoor furniture is constructed from 5 mm thickness stainless steel sheets. The termination detail at the top of the backrest is that a light weighted sheet of metal being eased into a scroll.

Another well-received design innovation is the highly reflective Stainless Steel used at the bar counter top. This reflective surface equates to an interactive and dynamic movie projection screen showing all corners of the outlet and providing "a bird's eye view" of the coffee making process, to the customers.

With true integrity to the design statement of Lightweight, the design team has abolished the typically cluttered workout and instead situated the equipment in the back pantry. Through clever layout and a window to connect the pantry and bar, a streamlined and sleek bar counter design is achieved.

The bar top is not only core of functionality but also the visual focal point. This area is endowed with a cluster of 6 tea-drop pendant lamps, which correspond, to 6 glass flasks on the counter top. This art installation portrays coffee and tea purification and extraction process.

The glass flasks are filled with actual tea leaves so that customers can observe the quality of the products at close distance.

Tear-drop shaped pendant lamps mimic the process of drip coffee.

It is our firm belief that a good retail outlet design not only services the customers' basic needs but also benefits the community. Before the implementation of our design, the entire street was dull and old, and pedestrians whizzed by the street without taking notice of their surroundings. But with this new facelift, ITAFE is aggressively attracting locals and an international crowd made up of traders who come to the city. The welcoming design of the outdoor furniture also acts as a resting space for pedestrians. Due to the design of the outlet, more people unknowingly became interested in the culture of coffee and tea and this encourages repeat visits in the future. This, is what we believe to be design excellence!