

# TID<sup>11th</sup> 2018 Award

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The TID Award of Commercial Space/ Food & Beverage Space

優雅歡騰・海底撈店鋪升級

Brand Upgrade of Hidilao Hotpot

湯物臣肯文創意集團  
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#### CSF-22-優雅歡騰·海底撈店鋪升級

向來以服務為突出賣點的連鎖火鍋品牌海底撈，近年來也開始了品牌升級的節奏，希望能夠吸引更多年輕一代食客的青睞，在競爭越發激烈的火鍋市場突圍而出。而店鋪終端升級就是他們革新的一項重要手段，海底撈期望以時尚創新的室內設計，顛覆食客對傳統川式火鍋店的一貫印象，為人們帶來全新的消費體驗。本專案除了是為單家海底撈門店形象進行全面升級外，還會作為設計參考範本，運用到品牌後續擴張的一眾分店中。因而如何在模組化設計和標準化經營的條框下，做出創新，是設計師最主要的考量因素。設計師選擇摒棄冗雜的設計項目，適當保留設計的細節，這樣既適應後續擴張店鋪複製的需求，又給食客營造出一種在過往鬧哄哄的火鍋店內體驗不到的「平靜的舒適感」，使其沉浸在享受美食的歡欣中。在檯面面積和經營面積限定的條件之下，設計師延續一貫「公共性 開放性 趣味性」的設計理念，通過處理天花造型的體塊關係來重新組織空間，嘗試用虛擬的界限進行空間劃分。設計師設計了多個組接的盒裝天花造型，以取代實體的間隔板材。它們就如園林中的涼亭，只有屋頂造型，卻又在無形之中構建出圍合感。規整又不失變化的體塊分佈，營造了統一的店鋪觀感。空間的邊界消失了以後，服務員能夠自由穿梭在餐廳中服務食客，不受阻隔。區別於傳統的圍坐式用餐，門口吧台的设计提供了另一種火鍋體驗方式，也為空間增加了趣味性，同時還可以吸引更多在店鋪外遊走的潛在客群。象徵火鍋文化的元素也通過巧妙的設計被融入到空間之中。球體頂燈幻化為沸騰的氣泡漂浮在空間的頂部；煙霧如蒸騰的熱氣飄散在鋁板上，構成牆體；玻璃上的瀑布流宛如沸騰的湯底，鮮活地湧動。不同的位置，不同的景致，一汪火鍋慢慢熬煮，始吃清淡，逐漸濃香。

#### CSF-22- Brand Upgrade of Hidilao Hotpot

Chain hotpot brand Hidilao, which has been service-oriented, has also begun to achieve brand upgrading in recent years, wishing to attract more young generations of diners and profiting in the increasingly competitive hotpot market. And store upgrading is an important means of their innovation. Hidilao wishes to change diners' traditional impression of traditional Sichuan style hotpot restaurants with interior design of fashion innovation and bring people brand new consumer experience. Apart from comprehensively upgrading the exterior of single Haidilao store, the project will adopt a design template to be applied to other branch stores of the brand follow-up expansion. Therefore, it is our most important factor of consideration of how to innovate in the framework of replicable design and standardized operation. We chose to abandon the miscellaneous design elements and appropriately retain the details of design; in this way, the requirement of follow up store replication was met and a sense of "clam comfort" was created and the diners would never experience in any common noisy hotpot restaurants. They are sure to enjoy delicacy in a good atmosphere. Taking the restrictions of table and operating acreages, we continued the consistent design concept of "openness, publicity and interestingness", attempting to divide space with virtual boundaries via the processing of ceiling to reorganize space. We've designed several boxed ceiling stylings to replace solid spacer plates. They are like the pavilions in the gardens, only with the shape of roof, but able to build a sense of enclosure intangibly. Regular and changeable mass distribution creates a unified store impression. After the boundaries of space disappear, waiters can freely shuttle in the restaurant to serve customers. Different from the traditional sitting-around dining, the doorway bar design provides another experience of hotpot restaurant, also making the space more interesting; potential customers passing through stores can also be attracted.