

TID 11th 2018 Award
Taiwan Interior Design

商業空間類/休閒空間 TID 獎

The TID Award of Commercial Space/ Hospitality Space

上海幸福藍海國際影城 (上海龍湖橋天街店)

SHANGHAI OMNIJOI INTERNATIONAL CINEMA

壹正企劃有限公司

ONE PLUS PARTNERSHIP LIMITED

主持設計師

Chief Designer

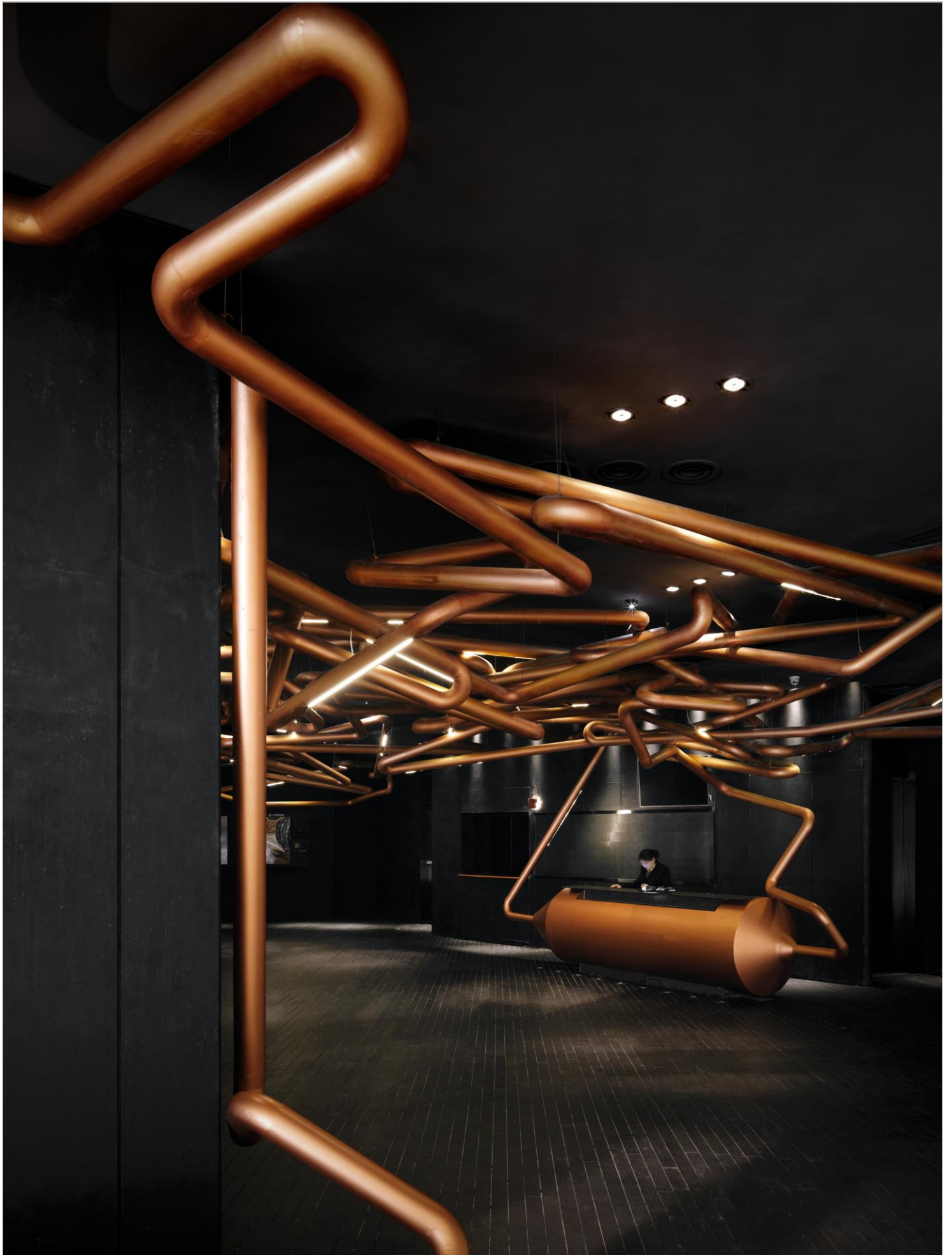
羅靈傑 AJAX LAW

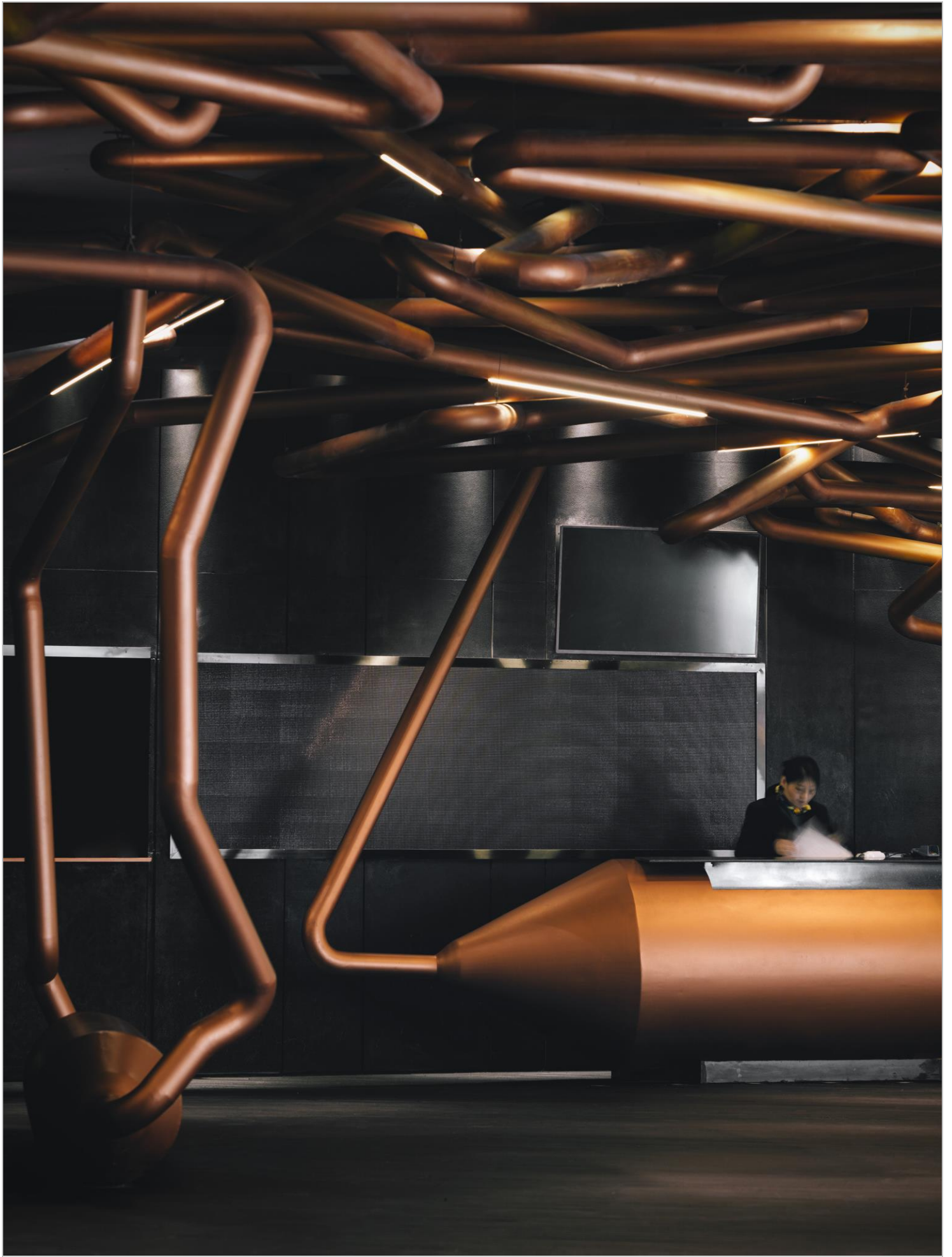
龍慧祺 VIRGINIA LUNG

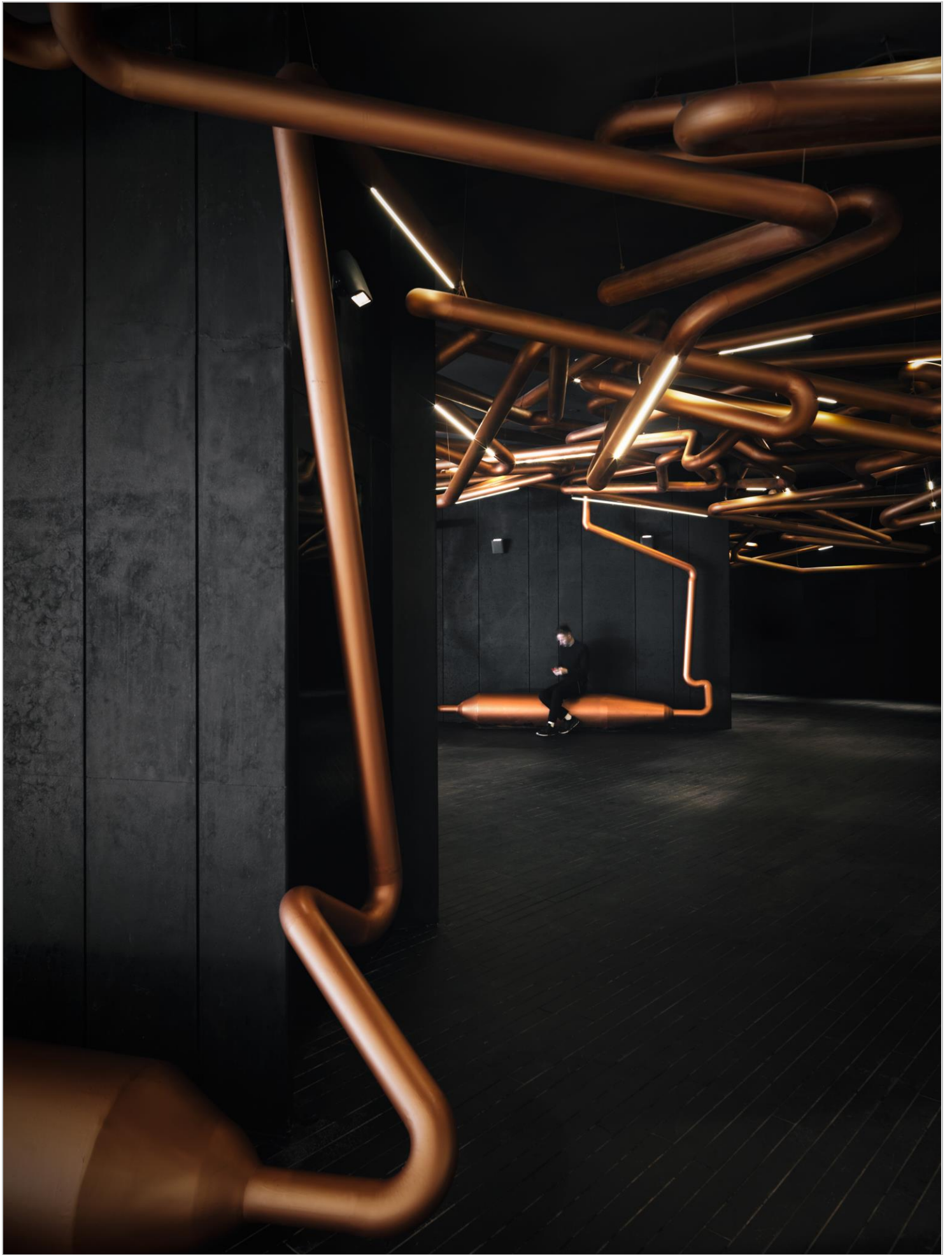
攝影者

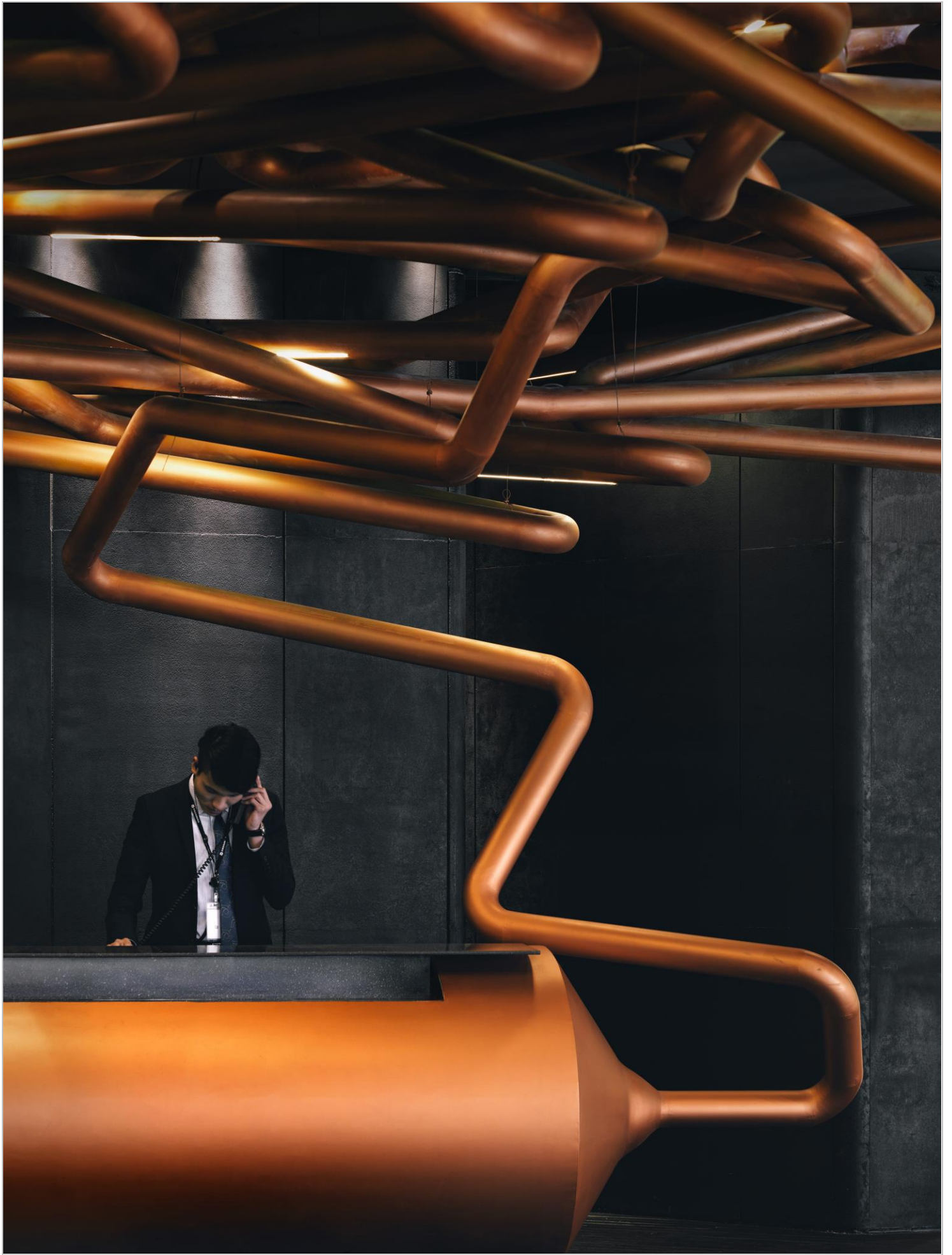
Photographer

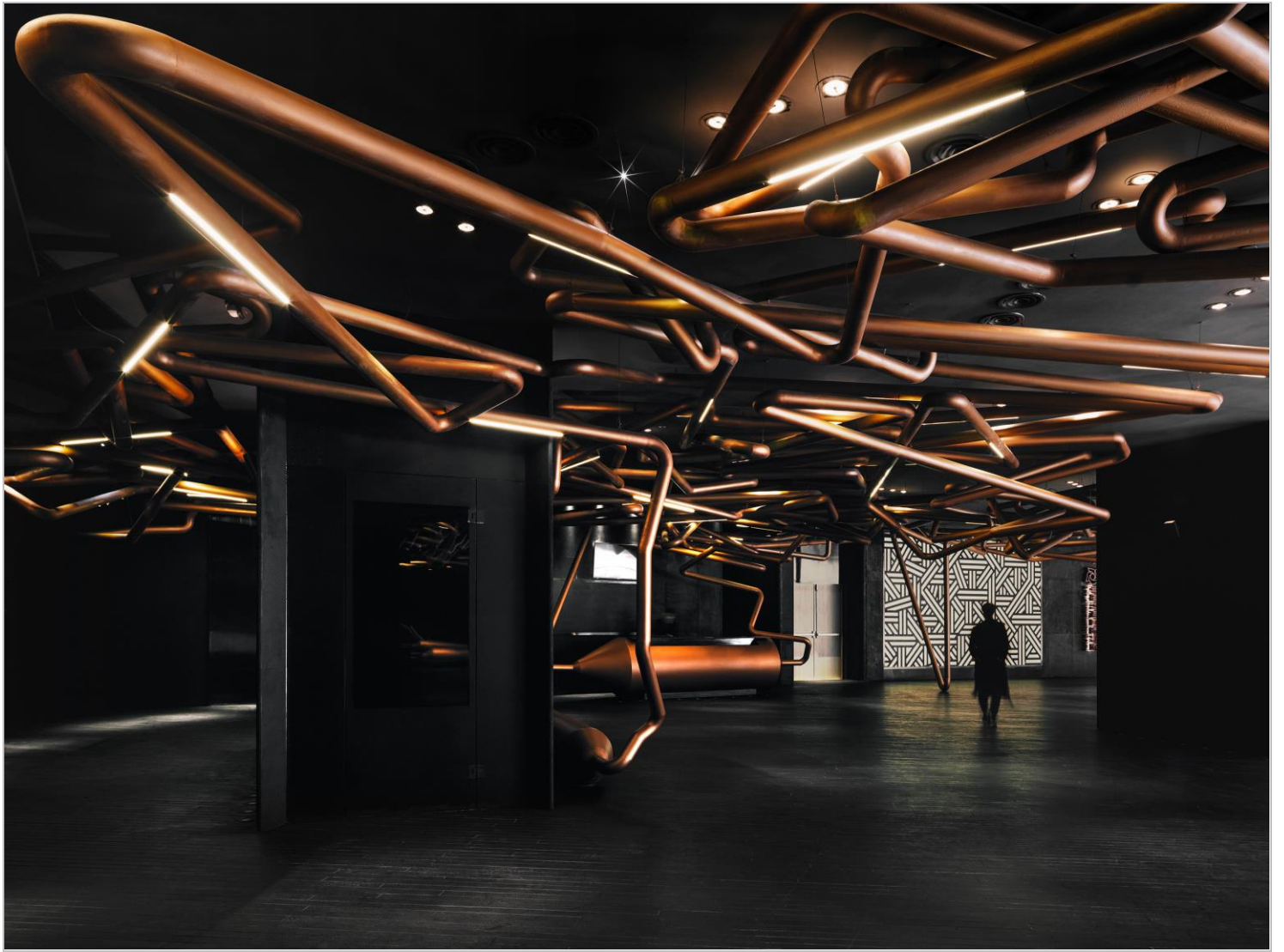
雷壇壇 ONATHAN LEIJONHUFVUD



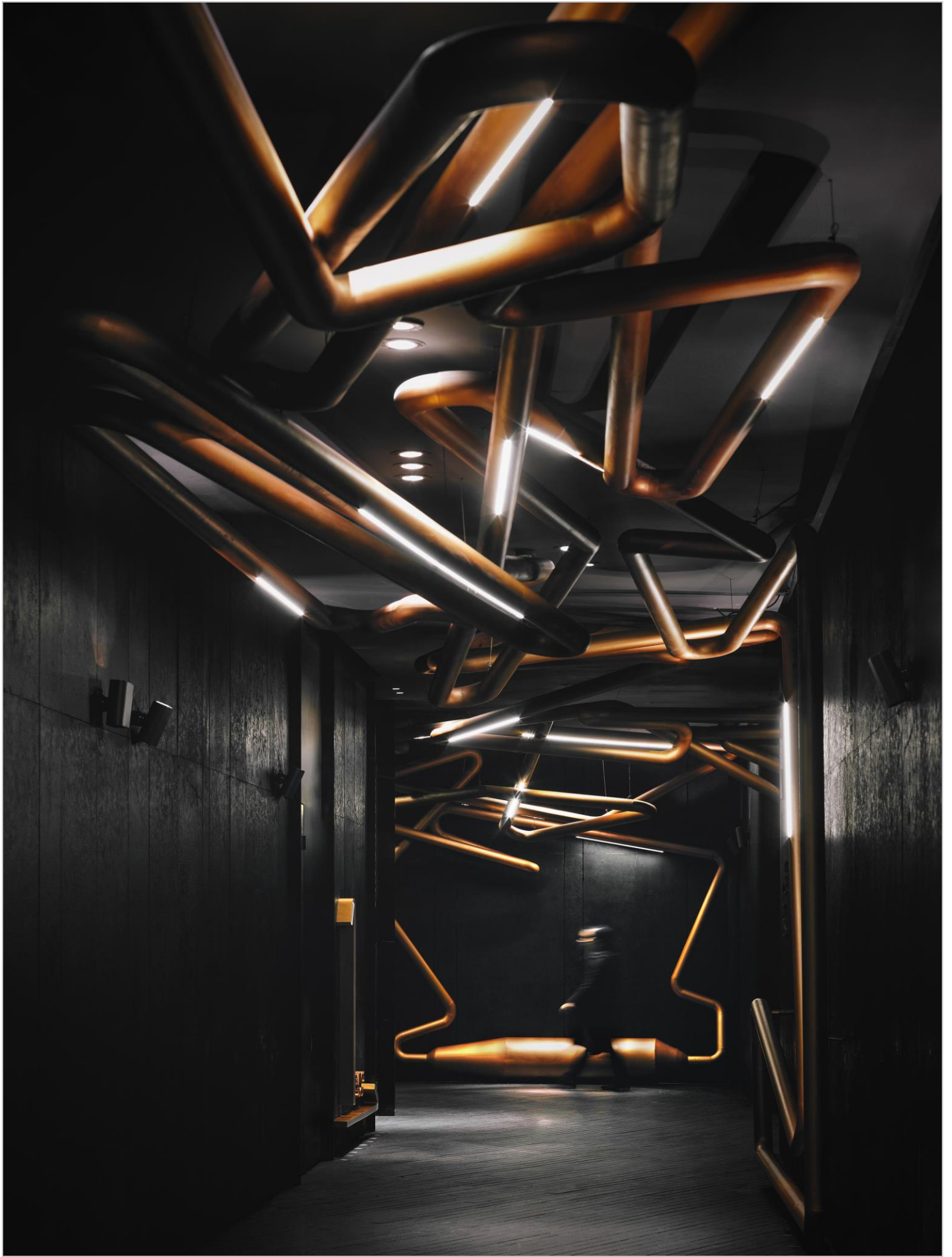




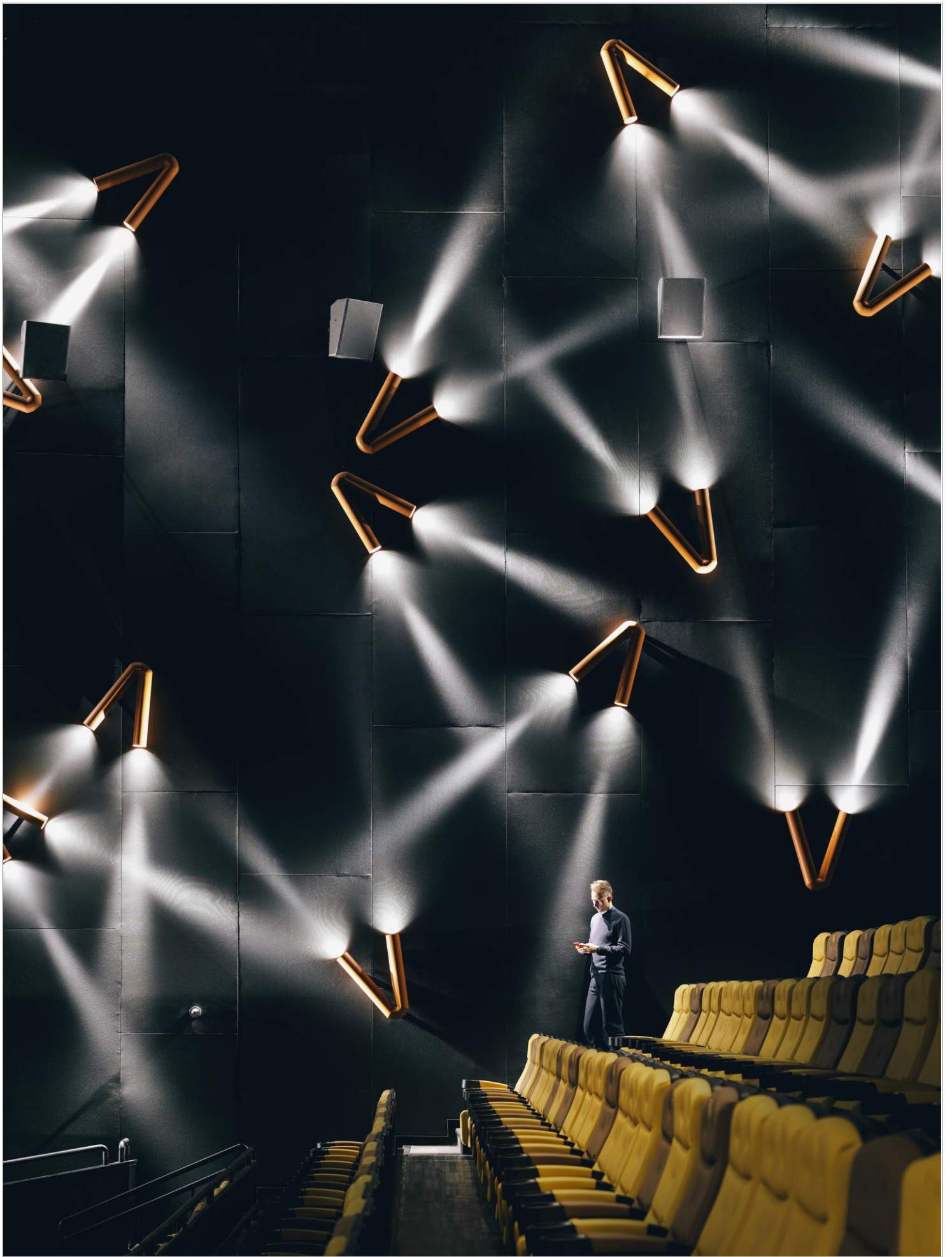


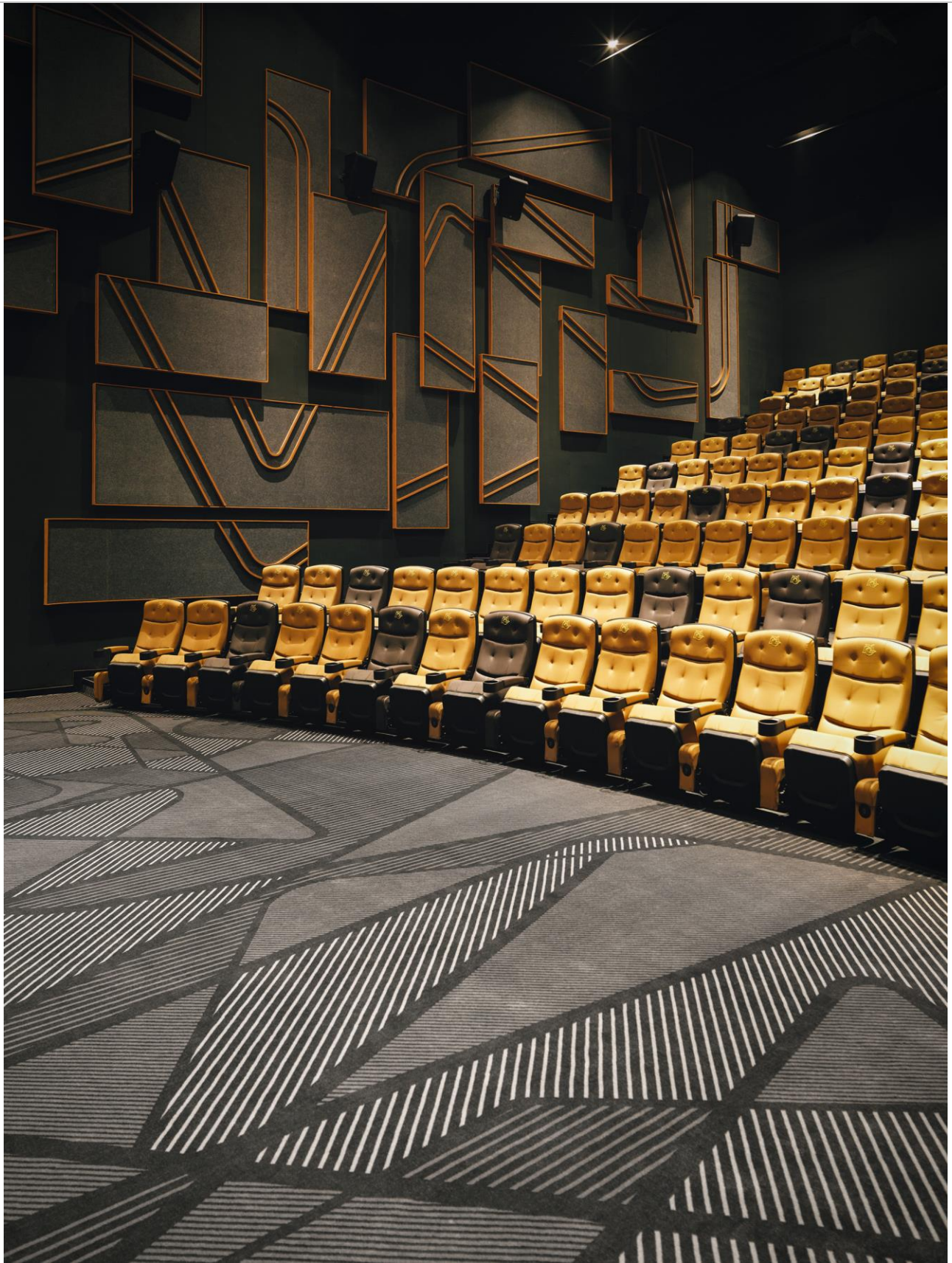


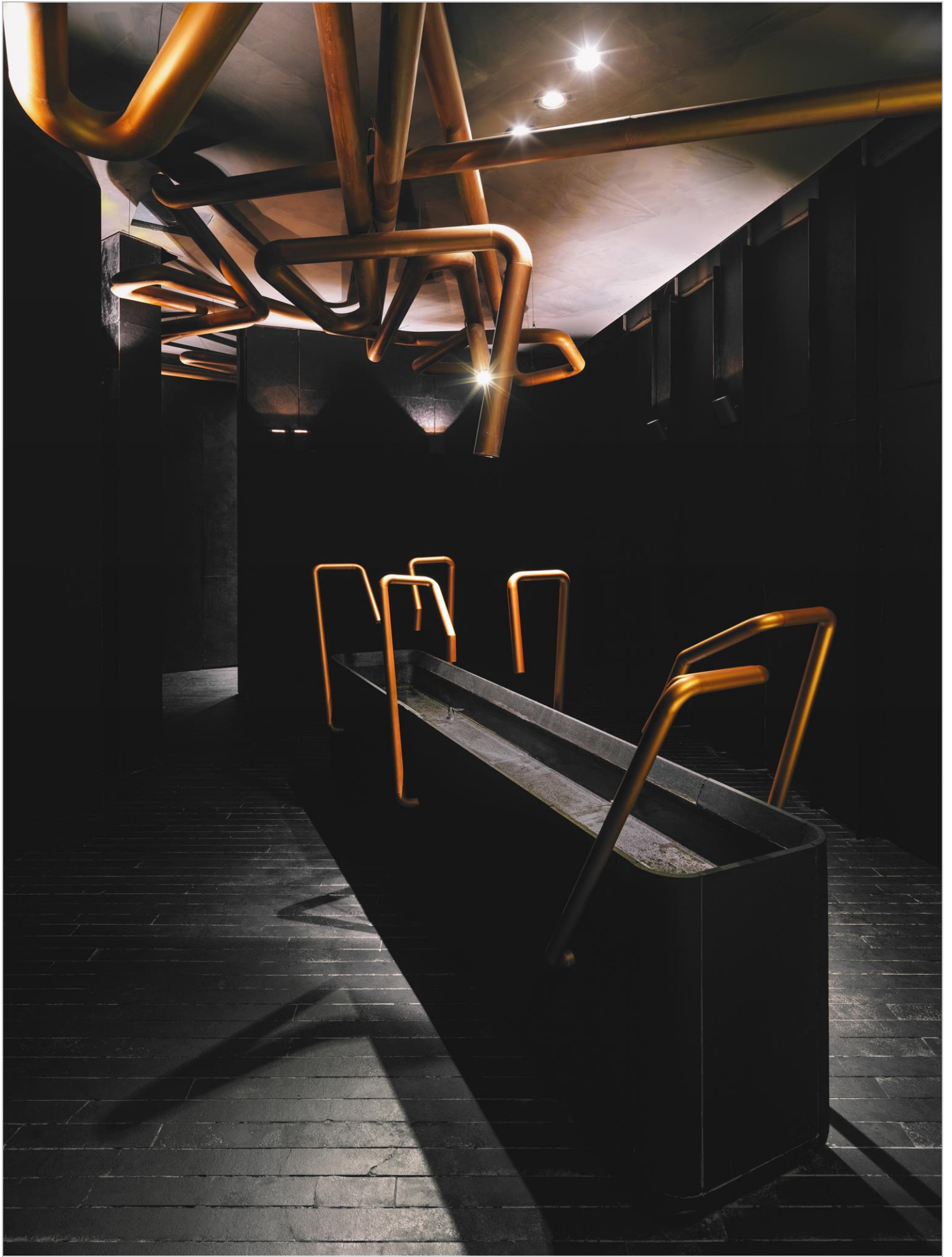


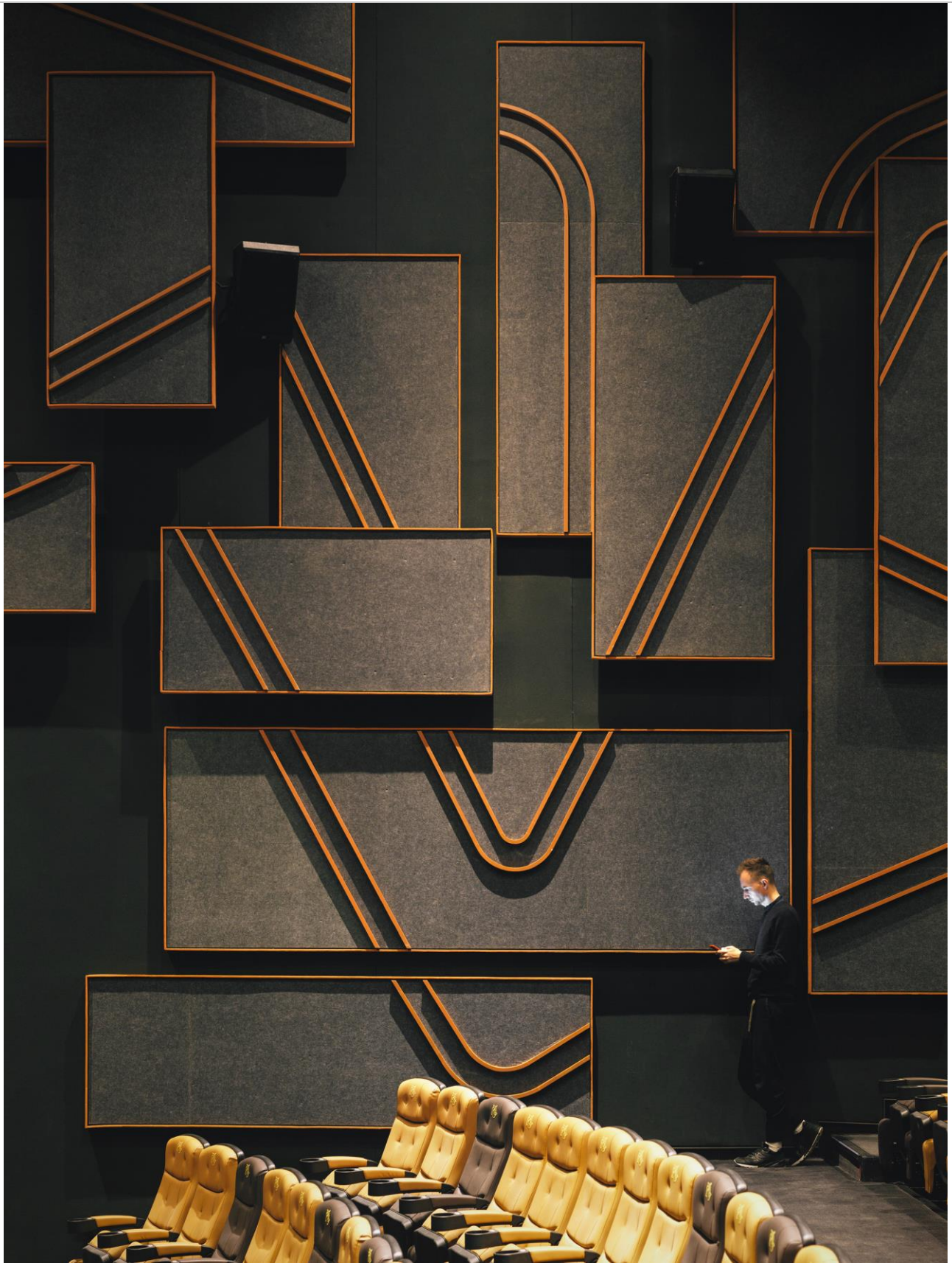












CSH-20-上海幸福藍海國際影城 (上海龍湖橋天街店)

在電影的拍攝過程當中往往用到很多工具，攝錄路軌就是其中一樣不可或缺的儀器，攝錄機沿著路軌拍攝了無數動人心弦的經典畫面。設計師為幸福藍海國際影城選擇了攝錄路軌作為設計的主題，攝錄路軌化身為一條條蜿蜒的古銅色圓管，穿梭著整間影院的每一個角落。走進大堂，你會看到整個天花都是這些呈古銅色的圓管，有的垂到地面變成座椅給客人休息，有的變粗、變寬成為票務處的櫃檯。這些筆直的圓管在不同的位置突然屈曲成大大小小的角度，抽象地模仿路軌的形態。圓管上安裝了長條形的燈，這些發光的位置除了能點綴這些圓管裝飾，也有照明的作用。這些圓管裝飾其實是金屬棒，經氟炭漆加工成飾面，跟黑色的燒面黑麻石牆身和地面形成鮮明的對比。影院的影廳設計都貫徹攝錄路軌的主題，在各個影廳都有獨特的表達手法。在普通影廳裏，設計師以路軌的圖案裝飾了牆身的大吸音板，就好像掛上了一幅幅畫。在 IMAX 影廳裏，大堂彎彎曲曲的圓管被拆分成不同的組件，成為了影廳牆上的裝飾。大堂圓管彎曲的部分被改裝成為兩端都會發光的牆燈，設計師讓這些牆身的圓管指向不同方向，做成不同的燈光效果。影廳座椅主要都是橙色的，中間隨意加入了一些灰色的座椅，呼應大堂古銅和黑色的色調。影廳的地毯是度身定做的，上面的圖案和大堂天花的圓管有著相似的形態，低調地帶出攝錄路軌的主題。影院的主題在洗手間裏面也有體現出來。除了有跟大堂一樣的古銅圓管天花裝飾，設計師也特別設計了形態相同的水龍頭，讓客人不需要抬頭都可以看到優雅的裝飾。在幸福藍海國際影城，攝錄路軌的主題貫通整個影院。設計師希望觀眾從踏入影院的一刻，就已經進入以攝錄路軌為主題的空間，直到離開才重新返回現實，讓他們有一個完整的觀影體驗。

CSH-20-SHANGHAI OMNIFOI INTERNATIONAL CINEMA

A lot of equipment are used in the process of filming, the rail used for filming plays an important role in tracking shots, where the camera is mounted on a camera dolly, which is then placed on rails for it to move smoothly while shooting. The designers adopted "rails" as the theme of the design for Shanghai Omnifoi International Cinema. Rails are illustrated through copper colored metal tubes that stretch throughout the entire cinema. As visitors enter the lobby, they would see metal tubes winding and overlapping on the ceiling above them. Some of these tubes reach down and become seats for visitors to rest, parts of the tubes enlarge and act as ticketing counters. These straight tubes bend sharply at random places into different angles, imitating the form of rails in an abstract fashion. Elongated lights are installed along these tubes, while adding varieties to the ceiling feature, the lights provide illumination to the space at the same time. The tubes are made of metal with copper-colored fluorocarbon coating, creating a sharp contrast with the black flamed granite tiles wall and flooring. The theme of rails continues into the design of auditoriums, and is represented in unique ways in each auditorium. In the Normal Auditorium, large acoustic panels are decorated with rail segments, which are mounted on the wall like paintings. In the IMAX Auditorium, the designers extracted segments of the twisting tubes in the lobby, and created wall decorations in the auditorium. The bent segments are modified with lighting at both ends, and the designers arranged them to point towards different directions to create different lighting effects. The auditorium seating is mainly in orange, with some gray seating installed randomly to echo with the copper and black color theme in the lobby. The tailor-made carpet in the auditorium has patterns similar to the form of the ceiling feature in the lobby, hinting the theme of rails of the entire cinema. The theme can also be found in the washroom of the cinema. Apart from the copper tube ceiling feature, which is the same as that in the lobby, the designers have also designed water taps in the same form. Visitors can enjoy and actually use the elegant decoration.