

TID^{11th} 2018 Award

Taiwan Interior Design

商業空間類/購物空間 TID 獎

The TID Award of Commercial Space/Shopping Space

杭州言幾又來福士店

Seed of City

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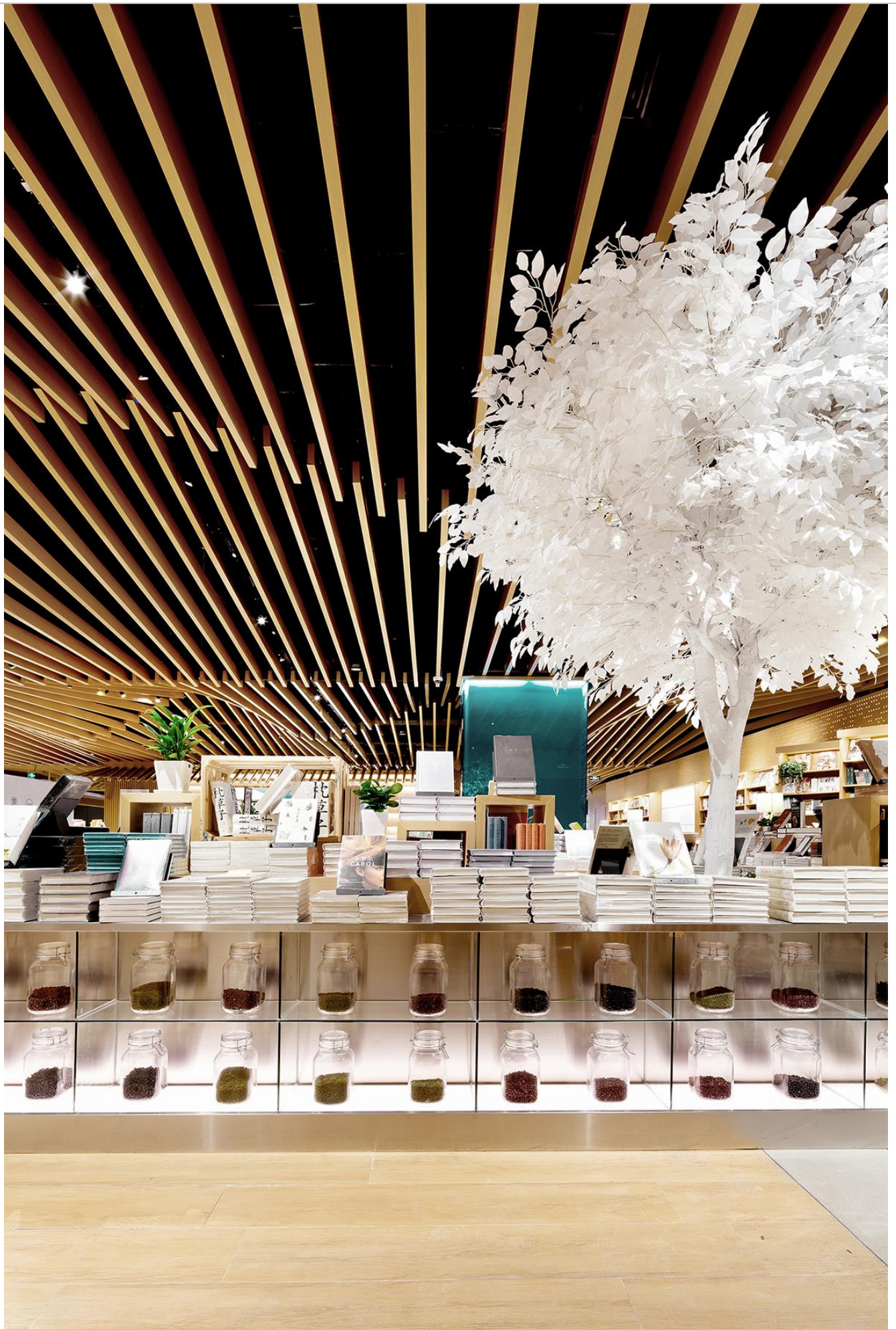
Photographer

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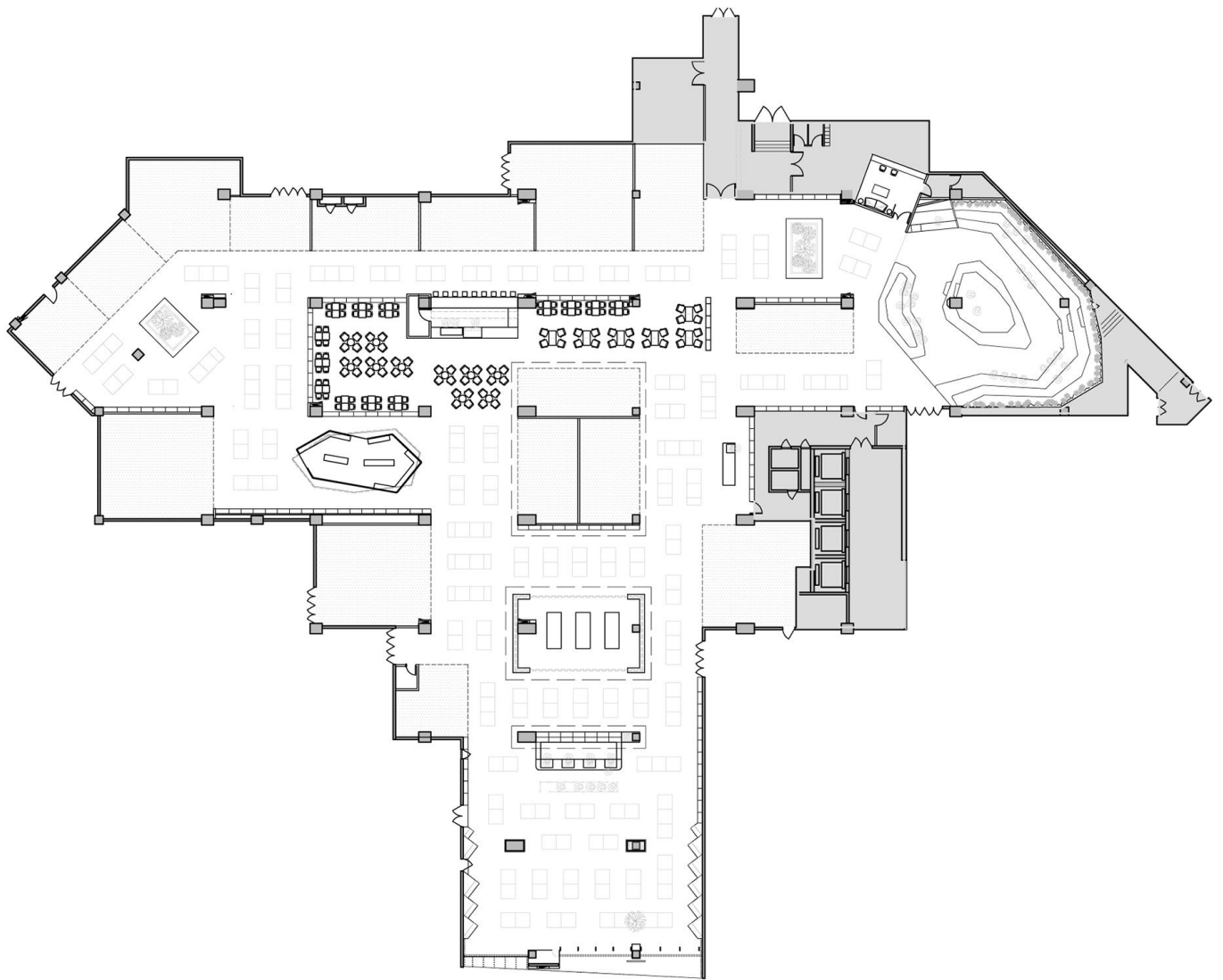












CSS-08-杭州言幾又來福士店

始於對自然光影的捕捉，以“種子”這一極具中國農耕文化意象的符號為概念源起，新作言幾又杭州店，位於錢江新城來福士廣場內，延續對設計與城市關係的探索，在強化品牌終端設計與杭州這一區域文化聯繫的同時，將自然中的元素設計變形運用於空間，賦予其動態的生命感。試圖為當下繁忙的都市生活，開闢出一個氣質獨特的體驗空間。作為設計概念，“種子”與“杭州”的創意糅合，將展示種子與文化如何鑄就城市生活的未來。它衍生出的寓意，亦象徵品牌與空間將是埋藏於杭州的種子，令杭州遍地開花。整個空間以簡潔的線條勾勒出視覺第一印象，在色彩上以田園木色為基調，呼應山川草木自然溫暖的氣息，創意天花是以不同的形式對自然及杭州元素進行的視覺化表達。湖面、麥浪、梯田……自然中的這些元素，成為空間中天花與地面設計的靈感，寓意自然與城市共生。

CSS-08- Seed of City

By capturing natural light and shadow, One draws inspiration from the highly agrarian image of "seeds" for the design of the new Yan Ji You book store in Hangzhou. In continuation of its exploration on the relation between design and cities, One applies the natural elements into the design of space and gives it a dynamic sense of life. The concept of "seed" and "Hangzhou" are creatively blended to show how seeds and culture cast the future of urban life. Brand and space are like seeds sowed in the soil of Hangzhou, which later grow into blossoms all over the city. The whole space gives the first visual impression with simple lines, coupled with pastoral wood color echoing with the warmth of the mountains, rivers and plants of nature. Sparkling lake, wheat waves, terraced fieldssuch elements of nature become inspiration of design for the ceiling and floor, implying the coexistence of nature and city.