

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

商業空間類/購物空間 TID 獎

The TID Award of Commercial Space/Shopping Space

ROARINGWILD 壹方城店  
ROARINGWILD • UNIWALK

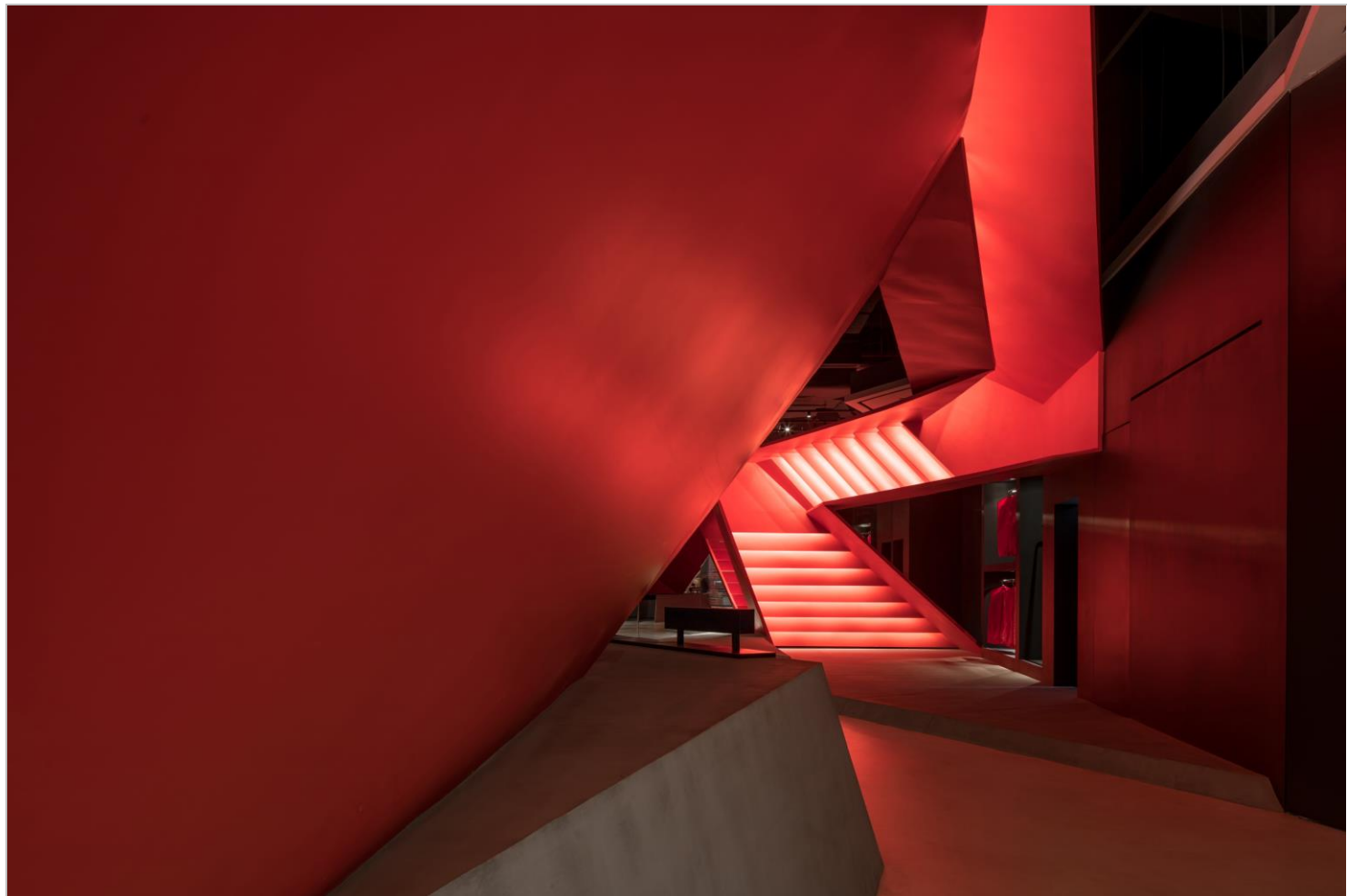
廣州市東倉裝飾設計有限公司  
DOMANI ARCHITECTURAL CONCEPTS

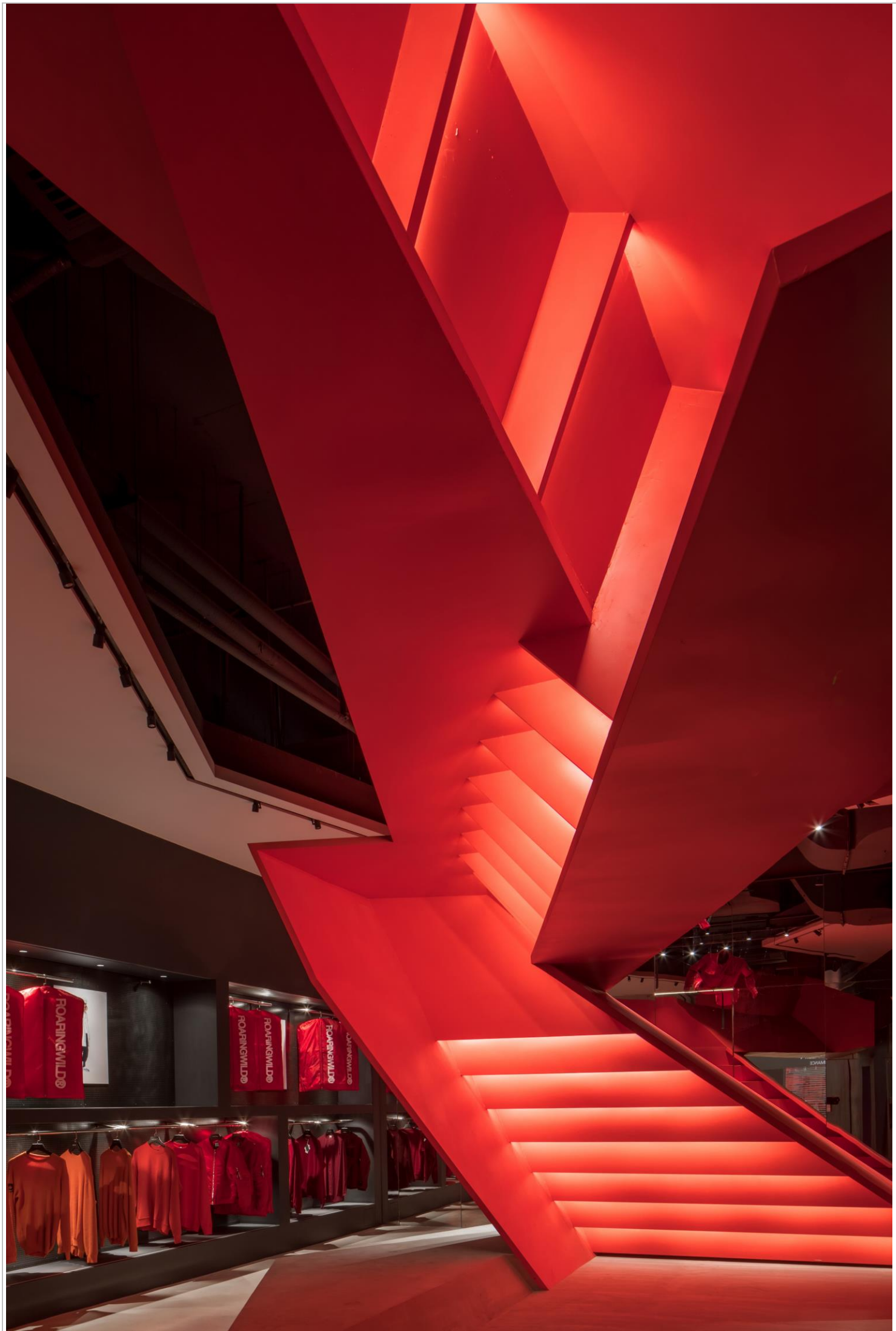
主持設計師  
Chief Designer

梁永釗 Kingson Leung

協同設計師  
Co-designer

唐嘉穎 Carving Tang











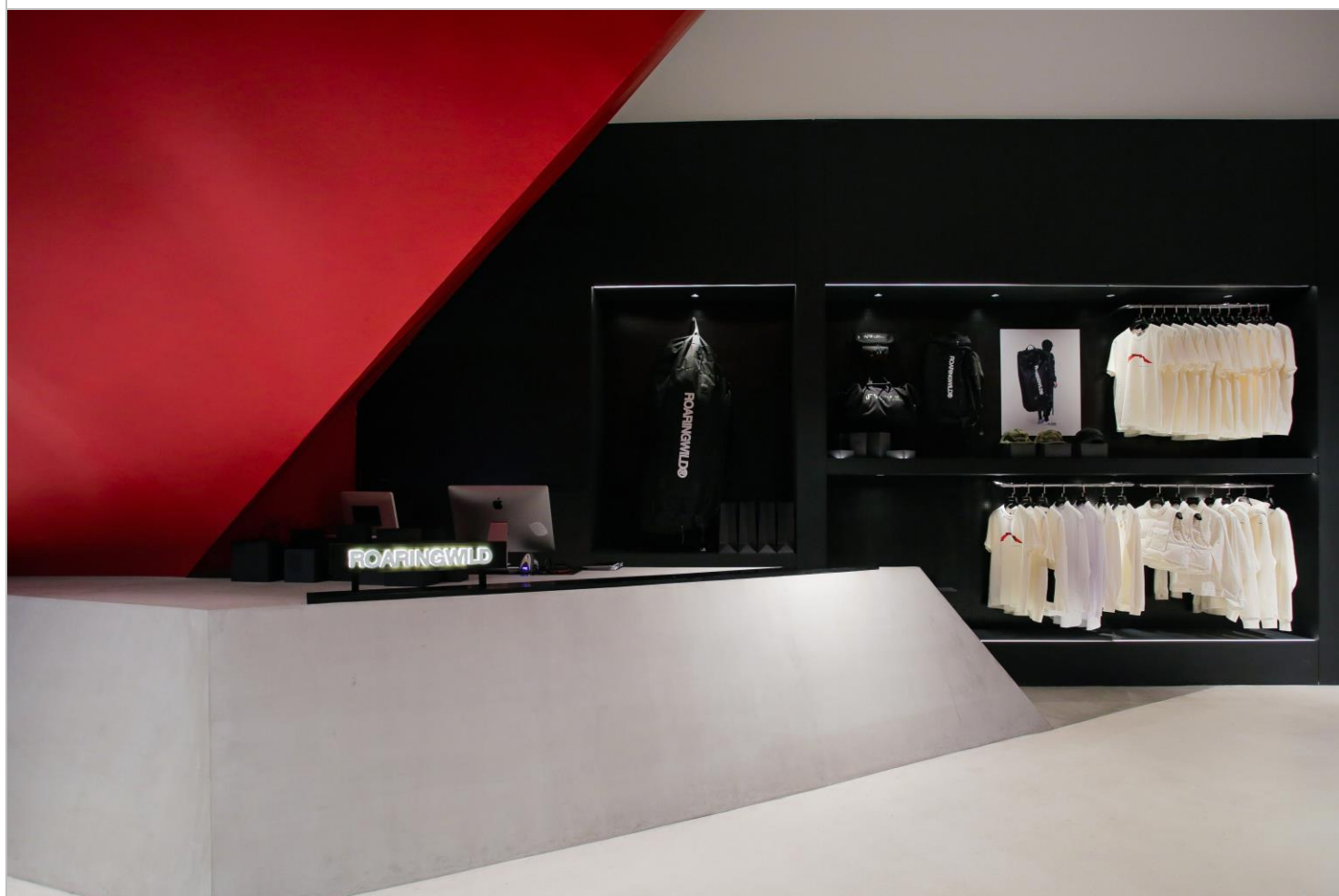


















#### CSS-18-ROARINGWILD 壹方城店

我並不是堅信實體零售一定會偉大復蘇的樂觀主義者，做自己認為對的事情遠遠比這件事情是否真的成功更重要。大部分人不知道我們在做什麼，而我們也不需要執著去解釋，更不需要介意大多數人的看法，No reason No excuse. --CY | ROARINGWILD 同為固執的跋涉者，我們願與英雄同路。初接觸 ROARINGWILD，直觀感受是一群態度鮮明的年輕人在倔強地做文化，比起一些開篇直述年利潤、開店量的商業品牌，ROARINGWILD 更契合東倉對高品質追求及推動設計進步的價值觀。基於合作夥伴的完全信任與給予的充分自由，我們落成了 ROARINGWILD 首家實體零售終端。No More Silence，讓世界聽到我們的咆哮。中國本土原創潮牌 ROARINGWILD 咆哮野獸成立第 7 年，在品牌植根之地深圳開設了首間實體店鋪。空間設計由 DOMANI 東倉實力操刀，一以貫之的凌厲筆法呈獻撼人心魄的視覺衝擊和感官錯覺。極具未來幾何感的室內充斥著紅與黑的撞色基調，紅色象徵激情和爆發力，黑色則散發沉穩和內斂的氣場。噴薄的感性血液在理性圍合的構架中流淌滋長，兩種顏色也在對抗中達至平衡。一座通體透紅的巨型裝置貫穿整個空間，成為粗獷和野性的藝術存在，從正面的角度看，更形成了品牌名的首字母 R 型。裝置以紅色鋼板為主材，只在靠近入口處的部分採用了極具光澤的紅色玻璃材質，玩味不羈的多邊造型從一開始便徹底打破人的固化認知，不自覺地摒棄傳統零售的枯燥程式，仿若進入了一片異時空的嶄新天地。

#### CSS-18-ROARINGWILD · UNIWALK

I'm not an optimist who firmly believes that physical retail will be a great revival. It is far more important to do what you think is right than success of this matter. Most people don't know what we're doing, and we needn't to explain, not to mind most people's opinions. No reason No excuse. --CY | ROARINGWILD Early contacting with ROARINGWILD, intuitive feeling is a group of young people with a strong attitude focusing on a stubborn culture. As DOMANI, cherish the same ideals and follow the same path as heroes. China's native original Tide brand ROARINGWILD roaring in the 7th year, the brand rooted in Shenzhen which opened the first entity stores. Space designed by DOMANI, consistent of the fierce strokes presented shake the soul of the visual impact and sensory illusion. A very futuristic geometric sense of the interior filled with red and black hitting the tone, red symbolizes passion and explosive while black is distributed calm and restrained gas field. The perceptual blood of the gushing flow grows in the framework of rational enclosure, and the two colors are balanced in confrontation. A huge red device through the whole space, become a rough and wild artistic existence, from a positive point of view, but also formed the brand name of the first letter R type. Device used red steel plate as main material, only near the entrance part of the use of a very shiny red glass material. Pondering the uninhibited multilateral modeling from the beginning, it can completely break the cure of human cognition, and unconsciously abandon the traditional retail of the boring program, as if into a different time and space of the New World. A black paint wall stands on the side of the entrance aisle, and it is a "free" body cleverly concealed.