

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

商業空間類/購物空間 TID 獎  
The TID Award of Commercial Space/Shopping Space

SHINE MODA 旗艦店  
SHINE MODA Flagship Store

西濤設計工作室  
atelier tao+c

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1. entrance 入口
2. atrium 前厅
3. main hall 主厅
4. showcase 展示架
5. dressing room 试衣间
6. foyer 过厅
7. storage 储藏间
8. pantry 茶水间
9. rest room 卫生间

0 1 2 5 m

CSS-34-SHINE MODA 旗艦店

Atelier tao+c 西濤設計工作室最近為高級定制婚紗品牌 Shine Moda，設計了其在西岸世博創意園區的第一家旗艦店。 回應 Shine Moda 一貫堅持的舒適精緻並經得起時間考驗的品牌理念，設計團隊打造了一個純粹凝練的空間。不同于傳統精品零售店一成不變的佈局和銷售模式，這個婚紗店的設計抹去純展廳的理念，也摒棄了通常婚紗店採用的或復古或華麗的流行設計項目，用現代極簡的建築語彙創造了一個具有古典氛圍和儀式感的空間，素淨統一的色調和強烈的秩序感，讓人聯想起希臘神廟。配合展出其中的婚紗，傳達出永恆和純潔的意味。 在這個設計中，設計團隊試圖通過建築感的元素建立一個新的試衣購物體驗。進入前廳，兩個拱頂一虛一實相互交疊，形成高度方向的向上延伸感。半透明的一面回應著室外的光線，實的半拱形提供呵護和引導的感受。客人在前廳沙發區稍作停留和交談，同時可以欣賞到房間裡的模特身上柔美的婚紗和展示臺上各種配飾，然後進入一個巴西利卡式的主廳。中軸對稱的佈局，模數化的片牆和天花垂板，有著柱列般豐富的空間層次。婚紗展示架隱藏於片狀的陣列中，形成一種溫和而不沉重的儀式感。通過牆體的序列連接到各個試衣間內。穿衣鏡映現出的虛像與試衣間內的實物——巨大的圓柱，輕盈的掛衣杆，雕塑感的櫃子，一系列的純粹體塊，構成簡單又基本的形式。針對不同的區域和使用功能，每個衣架和櫥窗，都配合不同的燈光策略，追求美術館般的燈光效果。聚焦型的射燈結合隱藏的氣氛型燈光，新娘試衣區的用最高顯色性的全方位燈光，讓新娘呈現最美的狀態。貫穿整個空間，設計師審慎克制又充滿敬意的使用材料連接整體架構。灰白色的觀音石，淺色的藝術紋理漆與柔軟的暗色真絲絨毯搭配在一起，色調和肌理既接近又有著微妙的耐人尋味的差別。像是一幅細膩的單色素描畫，結合質地與光線效果塑造出獨特氣氛。建築語言的清晰和素淨，中性的空間，更襯托出 shine moda 婚紗輕盈細膩的質感。

CSS-34- SHINE MODA Flagship Store

Shine Moda is tailor-made bridal brand based in Shanghai, we are invited to design their first flagship store combined the function of a showroom and 4 large dressing rooms. Different from a general layout of boutique retail shop, the design team reduced the use of superficial decoration, employed the minimalist architectural language generates a strong sense of order, thereby a space with a classical atmosphere to convey a feeling of permanence and purity. Walked from entrance into the portico, two vaults extend from the ceiling to the wall, one in solid to provide a backstage of sitting area, one in translucent glass to filter the sunlight and bring the outdoor inside. The portico connected to a Brasilia main hall in rigorous symmetrical layout with modular walls and ceiling panels. The wedding showcase hidden in the sheet-like array, forming a gentle but not heavy rituality. Through the wall sequence connected to each fitting room. Throughout the space, the design team discreetly and respectfully restrained the materials, the combination of gray colored stone, light color texture paint and dark colored silk carpet, formed a palette of various greyish which are close to each other and subtly different. Subdue in color offers a distinct atmosphere helps to focus attention to the display of wedding dresses. For different area and functions, each shelf or display to be discreetly illuminated with different lighting strategies to ensure a best display effect. The project is located in a warehouse which has been transformed by the landlord and added in a new structure system along with the old structures. The space was stuffed with pillars - old and new ones, counted 16 pillars standing in middle of a 405-sqm footage. Our main challenge is to carefully allocated the rooms between complex and chaotic sites, some pillars are hidden in partition walls and closets, some are revealed as sculptures freestanding in the space by purpose. Formed a series of pure volumes, the marble blocks and free standing rough pillars, complete a space of masses and voids. The project aims to weaken the concept of an exhibiting and shopping hall, created a pure neutral space for a new fitting-out and shopping experience with simple architectural elements, evokes a sense of ritual and serene, reminiscence an image of chapel.