

















CSS-35-葡萄牙 SERIP 燈具展廳

A.感受 SERIP 當我第一次看到葡萄牙品牌 SERIP 燈具時，源於自然界的圓形、螺旋形以及不規則不均勻的形狀，讓我仿佛走入了電影裡的愛麗絲夢遊仙境的夢幻世界。打破傳統規則的束縛，將極簡主義、現代、古典等各種風格完美融合在它的設計裡面，它帶給我的感覺是那麼的夢幻，浪漫與使人驚豔的繽紛，所以我極度熱愛 SERIP 這個品牌。沒想到在 2017 年 3 月份的時候有機會為這款燈具品牌做北京的展廳。 B.空間氣質 我認為，好的設計屬於定制而不是複製。因為每個空間都有它自己的氣質，設計師必須要走到這個空間裡，才能夠感受到空間自己的氣質，再來根據它的氣質進行設計。展廳設計其實是展示設計的一種，它綜合了人與物和場地之間最佳空間關係。當我被委託 SERIP 這個展廳空間設計時，我想做的是一個更加不同的展廳形式，這個“不同”應該有屬於它自己的氣質，所以我們去到了這個空間去感受。 C.遇見一束光 我們來到位於北京市馬泉營的項目地點時，是 4 月份的下午 3 點左右。房子在一處非常空曠的廠區裡，建築本身就是彩鋼瓦的結構，造價非常便宜施工也很粗糙，並與周圍建築連城一體，不具備一個獨立品牌店應有的條件。當時第一印象感覺有些失望，但當走進這個空間時，一束光透過它僅有的天窗口映射到這個場地，彷彿在空間中畫了一條非常乾淨的切線，將其一分为二。瞬間我找到了這個空間的氣質！正是這一束陽光，讓空間有了劃分，同時我們也想到，燈的存在也有著白天與黑夜帶來的不同的展示效果，於是我們利用這束光將空間切成黑與白 兩種極端的彩色既是矛盾又是統一的，我進行一番組合之後，使它們的邊界與那一束光相齊，達到最必然和最終極的一種形態，讓 SERIP 燈具在白天與夜晚的效果與魅力可以在這裡同時展示。 D.方法論 黑區與白區裡，我們根據 SERIP 的產品創造了人造光，黑區放置了一些水晶燈，可以將燈本身的價值與在空間中的光感體現的淋漓盡致；白區則是放置了一些造型也很好看的燈，這些以獨特手工吹制的玻璃藝術品的燈具得在這裡到了完美展示。隱藏“門”的建築：而在建築外立面，我們用了切片的形式在外立面把整個建築隱藏起來，沒有再去強化建築本身，而是用切片隱藏了建築主體。白顏色的切片形成了這個園區的主視點，當陽光灑下來，根據時間的變化，切片形成的光影也隨之轉變。而且這個造型是沒有明顯的入口的，完全統一的造型，讓整個展廳形成它的一個獨立性。空間中我們增加了些灰色牆體，在黑白空間之間讓它們形成一個個獨立的區域，這些區域則是為了展示燈具，來完成燈具的背景展示。我們認為像 SERIP 燈具這麼美麗浪漫的燈就該出現在童話世界裡，所以我們找來與之氣質相符的動物圖像，放入灰色牆體內部，來營造一個夢幻的氣場與氣場。 E.價值 當 SERIP 燈具完成後，它的空間是非常獨特的。在我看來其實好的商業設計，是為了商業而服務，不是為了眼睛而服務，更不是為了設計師來滿足自己的表達需求來服務。所以我認為，當這個空間裡的燈具被顧客挑選走的時候，我們設計才是好設計。 F.總結 好設計創造好空間，好空間創造好價值。讓我們相約明年的 3 月，當這束光重新回到這個空間裡時，再次把空間一分为二，我們在這場夢幻的森林裡開一場慶祝的 party。

CSS-35- Portugal SERIP Lightning Exhibition Hall

A. Feeling of SERIP When I first saw the Portuguese brand SERIP lamps, their spiral and irregular shapes rooted from the nature remind me of the fantasy world in the movie Alice in Wonderland. Getting rid of traditional rules, the lamp design perfectly integrates styles like minimalism, modern and classical. I love SERIP, it gives me a kind of fantastic, romantic and stunning feeling. It was a big surprise for me that I had the chance to design exhibition hall in Beijing. B. Space Temperament As far as I am concerned, a good design should be a customized than a copy. Each space has its own temperament, designers should go inside and feel the space before starting design. Exhibition hall design is a sort of display design, which combines the best space relation between people, exhibits and space. When I was commissioned by SERIP to do the design, all I wanted to do is create a different form of the exhibition hall. This "difference" should have its own temperament, so we went to the space to feel it. C. Encounter a beam of light When we came to the project area in Maquanying Beijing, it was around 3 pm in April. The house stands in a spacious plant area. It is in color steel tile structure with low cost and rough construction, and integrates with surrounding buildings as a whole. All in all, it lacks conditions of being an independent brand store. Although this first impression disappoints us, when we walked into this space, a beam of light shone into the space through the only skylight, it was like a very clean line drawn in the air dividing the space into two parts. At that moment I found the temperament of this space! It is this beam of sunshine that divides the space. Likewise, lamp can bring different display effects in daytime and at night. So we use this beam of light cutting the space into black and white spaces, where the two extreme colors are both contradictory and united. After some combination, the borders of the two colors align with the border of that beam of light, thus a perfect state was achieved which enables SERIP lamps show their lighting effect and charm both in daytime and at night. D. Methodology In the black area and white area, we created some artificial light according to SERIP products. In the black area, a number of crystal lamps were displayed to show the value and light of lamp to the most extent; while in the white area, lamps with good-looking shapes were displayed and these unique handblown glass lamps is shown perfectly. As to the facade, we used the form of slices in the facade to hide the whole building, instead of strengthening the building itself. The white slices formed the main point of view of the hall. Under sun light, the shadows of slices change with time. What's more, as no obvious entrance is design, so the independence of the whole exhibition hall is formed. We have added some gray walls in the space, which helps to form separate independent areas in black and white spaces. These areas are used to show the lamps, acting as the background of the display. SERIP lamps are so beautiful and romantic that they should appeared in fairy tale world. Thus, we found animal images with matching temperament and put them inside the gray wall to create a fantastic field. E. Value When the SERIP fixture is finished, the space looks very unique. In my opinion, a good commercial design is to cater for business, not for the eyes, nor the expression desire of designer. So I think, only when lamps and lanterns in this space are bought by customers, the space design was proved to be a good one. F. Conclusion Good design creates a good space, good space creates good value. Let's meet next year in March, when the beam of light returns to this space and once again divides the space into two parts, we will hold a party in this fantastic forest.