

TID 11th 2018 Award
Taiwan Interior Design

展覽空間類 TID 獎
The TID Award of Exhibitions Space

晴雲感知
Awareness of natural landscapes.

竹工凡木設計有限公司
CHU-studio

主持設計師
Chief Designer

邵唯晏 Shao, Wei-Yen

協同設計師
Co-designer

李金沛 Li, Chin-Pei

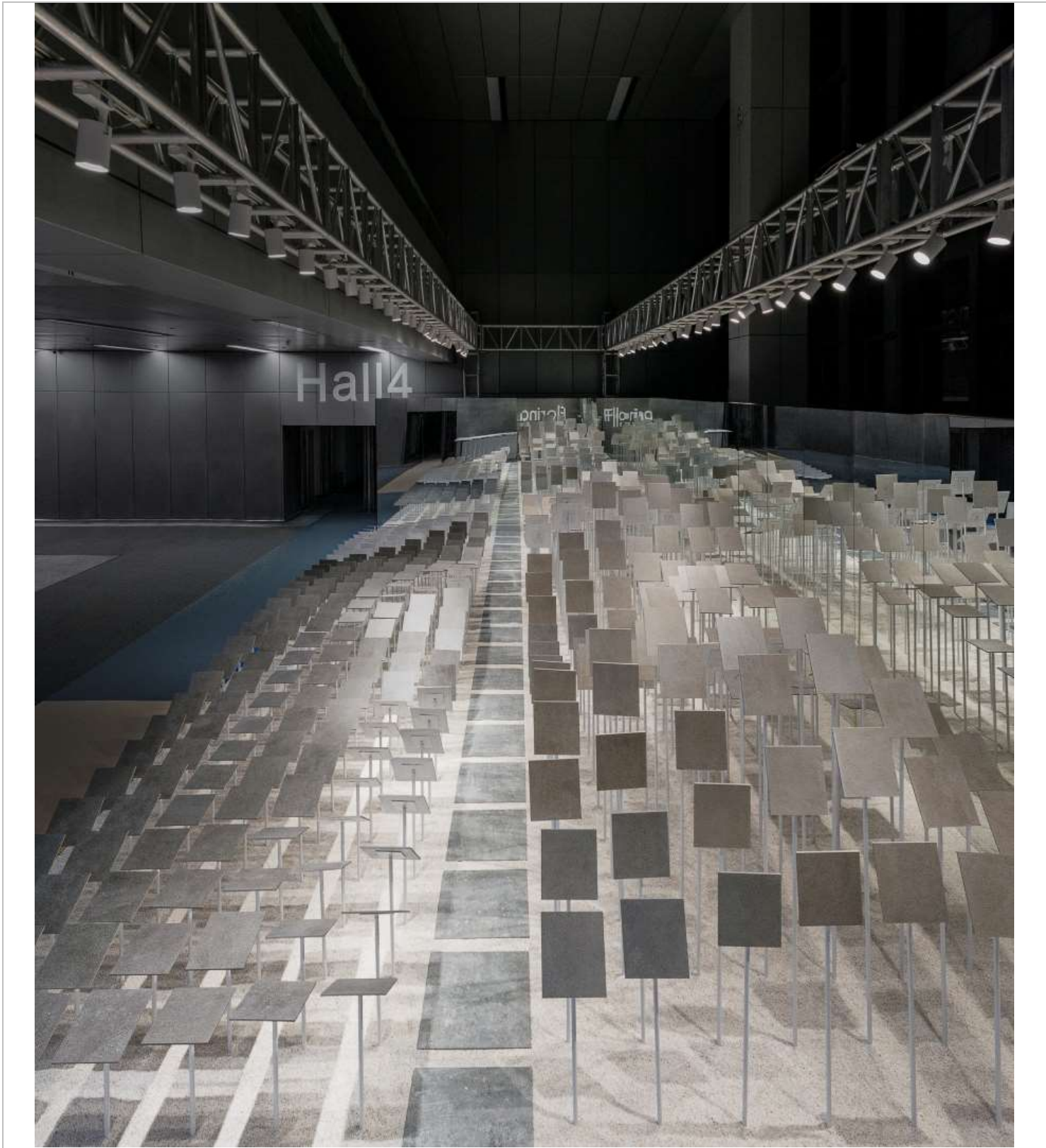
張力心 Chang, Li-Hsin

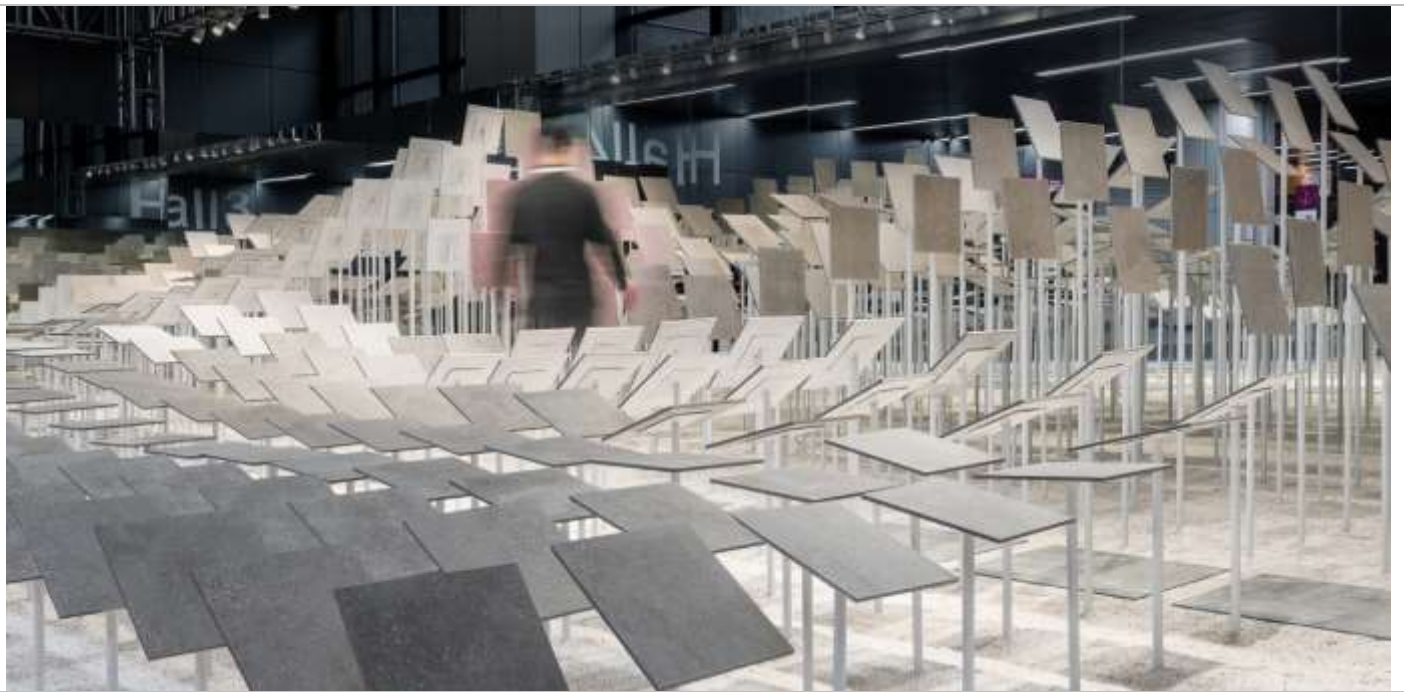
攝影者
Photographer

莊博欽 Ivan Chuang





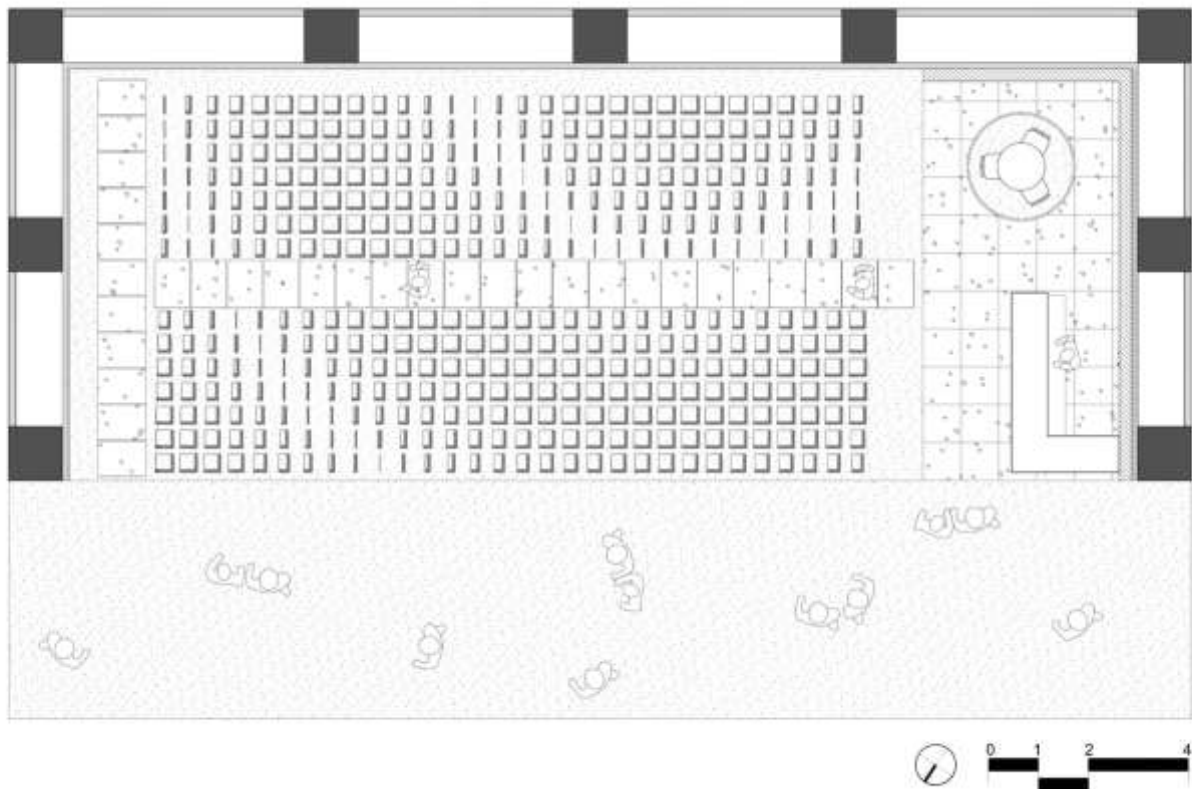












ES-03-晴雲感知

當代展場 - 以設計藝術建構的品牌精神感知

本案為廣東佛山的 FLORINA 磁磚於廣州設計週的主展覽設計，大型展示視窗專業自十九世紀伴隨西方博覽會的興起，成為一種高專業度、特定性物件演繹的場合，引人入勝的物件與展場內，產業進步與設計力宣揚的精神應運而生。近年來隨著時代演進，當代展場的展示手法不應受限於特定的高專業化需求，更應往多元主題延展，並藉由設計與藝術的隱喻手法呈現，讓觀者在無形中真正感受品牌精神，接收到企業文化的真諦，才是展覽最重要的價值。

數位地景 - 以非線性思考轉譯的三維山水意境

我們以佛山市作為設計的概念範圍，藉由當代設計的非線性思考，將起伏山巒轉化為地景場域，以數位演算為方法，於展場內注入動態性、自相似性、輕透性、地景性等空間特質，企圖建構新形態(typology)的磁磚展覽原型(prototype)，重新定義觀者與展廳的關係，並將企業的主要產品 - 具有厚實重量感的水泥磚重新轉譯，透過數位手段與反射材質的運用，將中國山水畫裡虛實相生、無畫處皆成妙境的獨特氛圍，躍然紙上地建構為具體的三維空間。

動態輕盈 - 以設計手法重新詮釋材料感知的可能性

徜徉於片片磁磚建構的地景中，隨風吹散、翻動，如同山水畫表現出山水浮雲、晴雲感知的意趣，彷彿走進一幅動態的山水畫裡，近距離體驗被磁磚包圍所透出行雲流水的動態感及生命力，一種有別於厚重感的材質體驗，也觸到水泥磚豐富、質樸的表直、水溝、刮痕、斑駁的紋理，喚醒了人、自然、空間三者間的記憶感知聯結，在這個如何建築又似裝置的仿自然地景環境中，我們企圖重新觀察對城市的記憶。

ES-03- Awareness of natural landscapes.

Contemporary exhibition: the brand spiritual awareness constituted by design arts.

The design plan focuses on presenting the artistic brand image for Florina Ceramics in Foshan City, in the main exhibition hall of Guangzhou Design Week. Since in 19 century the booming developments of the large expositions in the western countries, the exhibitions of large-scale design events have been professionally showing the exclusive design objects, which implicitly signify the industry developments and design spirits. In recent years, the contemporary exhibition events concern more about multiple themes that subtly explain the design and art skills. Showing people the authentic brands spirits and companies values has become the essential values for the exhibition halls.

Digital landscape: the nonlinear ideas interpreting the 3-D art landscapes.

Based on the design idea considering the local landscapes in Foshan City, the design plan proposing the nonlinear minds transforms the undulating hills into the artistic display landscapes. The application of digital process creates the space features, e.g. dynamicity, similarity, lightness and landscaping. To establish the typology of the ceramic exhibition hall prototype, the designer reexamines the connection between the observers and exhibition hall, and creatively converts the traditional heavy concrete tiles to the genuine 3-D artistic landscapes.

Graceful dynamicity: new design idea presenting the potentiality of material awareness.

The design skills, reassembling the ceramics in the form of natural landscapes, imaginatively bring people to the vivid natural environment, of which the lively strengths of undulating mountains and floating clouds associated with the physical textures of concrete tiles remind people of the interactions with nature and space. The design works figuratively mimicking the artistic perception of natural environment reestablish the memory to the city.