



商業空間類/零售空間 TID 獎  
The TID Award of Commercial Space/ Retail Space

Roaringwild 深業上城旗艦店  
Roaringwild Upperhills flagship store

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**ROARINGWILD®**

**ROARINGWILD®**















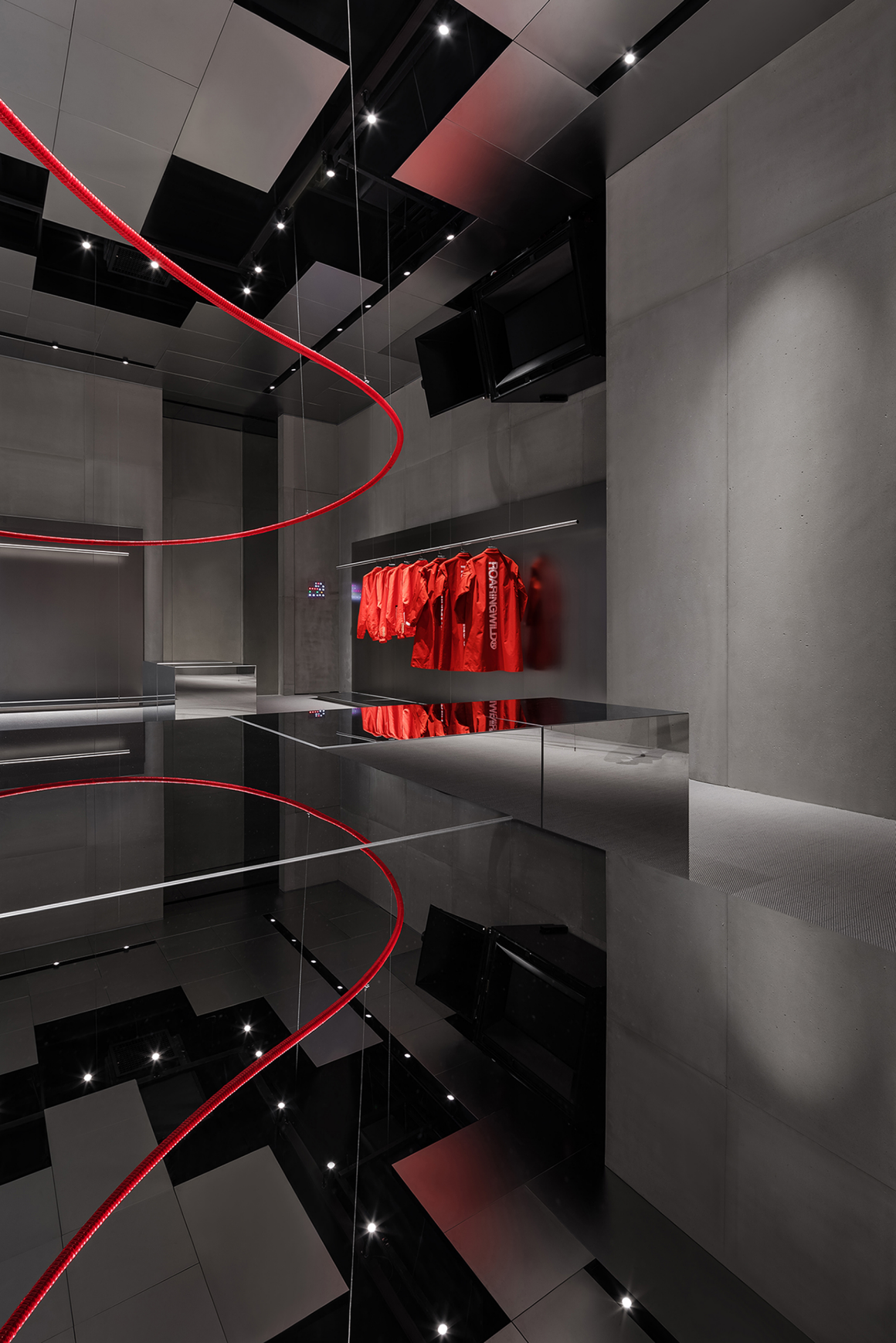








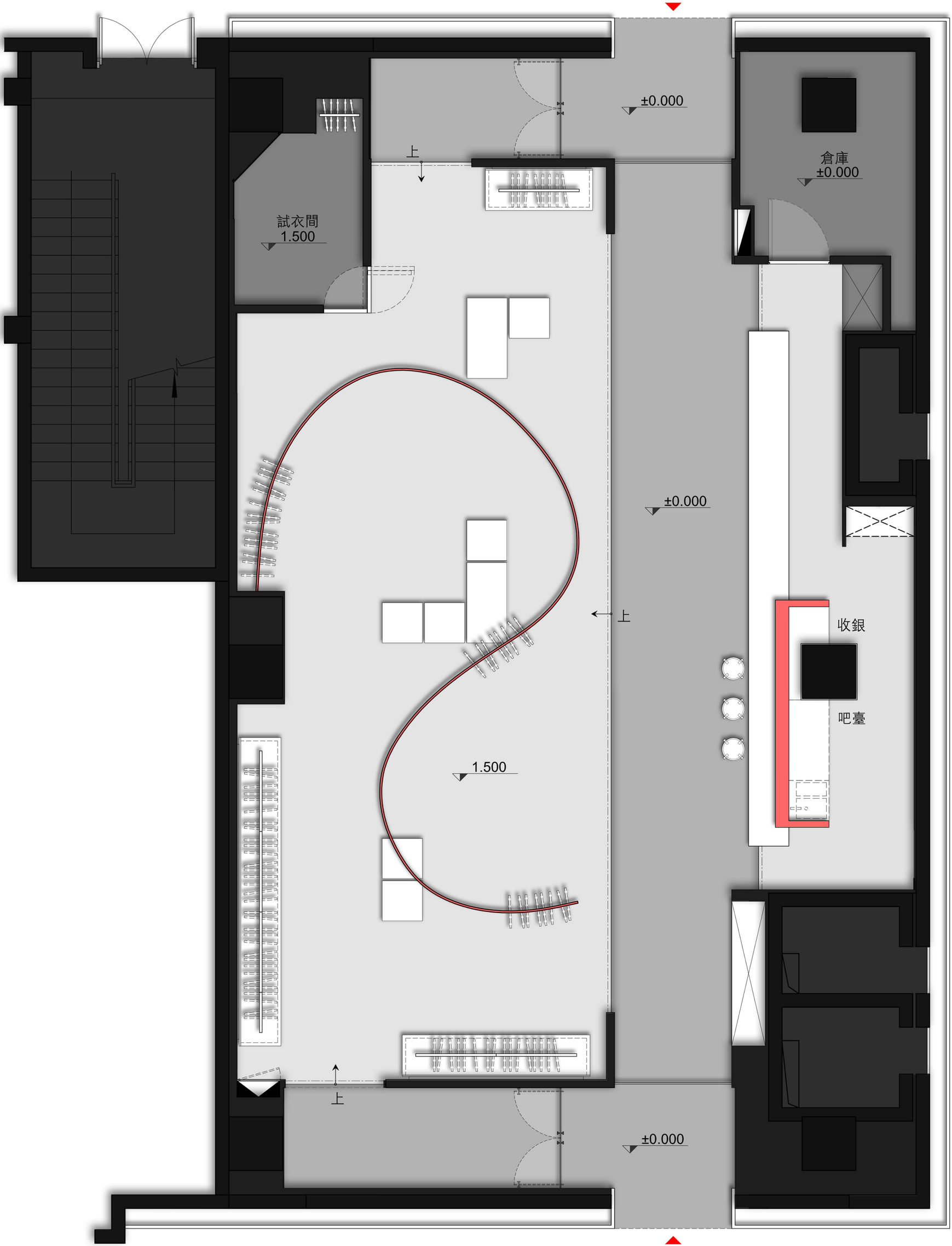














## Roaringwild 深業上城旗艦店

ROARINGWILD 的受眾行事作風普遍酷，接觸後才發現其性情直爽之處，店面的設計沿襲受眾的氣質，外立面運用以參數化設計的沖孔鋁板為材料，內部藏光，大小不一的沖孔產生漸變的效果，讓經過的人一眼就能發現它，但又看不透內裡乾坤。

原建築外立面設有多個排氣風口，對排氣量有一定的要求。設計師配合排氣口的位置運用以參數化設計的沖孔鋁板作為外立面材料，既能滿足排氣量要求，又能讓店鋪成為小鎮商業街的一大亮點。

入口位置運用鍍膜玻璃，當人們由外往內看，依舊看不清楚店內佈置，直到走過一條細長的走廊，進入室內才豁然開朗。

天花及走廊兩端以鏡面反射，使整個走廊沉寂深幽，與室內形成對比，當顧客進入室內時能感受不一樣的衝擊力。

Less is more，克制的是形式，放縱的是內容。一張紙在莫比斯環裡只有一面，卻寓意著「∞」，得此啟發，設計師將品牌開頭母 R 藝術化處理，貫穿整個展示區，一來強化品牌的標識，二來增添空間趣味，三來呼應店面所在地的 R 型樓梯，四來寓意品牌無限的可能性與多變性。

ROARINGWILD 提倡通過「ROAR」的態度面對生活：對外，「ROAR」是奔騰猛烈的情緒，是一種拒絕的冷然；對內，咆哮是一種堅持的血性，是追逐真我夢想的立場。基於此，店內空間以灰色為皮肉，以紅色為骨頭鋪陳。

## Roaringwild Upperhills flahship store

ROARINGWILD's audience lifestyle is generally cool. After got in touch, it is found that their temperament is straightforward and outspoken. The design of the store follows the temperament of the audience. The façade uses the punched aluminum plate with parametric design as major material. The illuminant is hidden behind façade, and the size of holes are different. Punching produces a gradual effect, allowing the pedestrians to find it at a glance, but can't see through it.

The original building façade is equipped with multiple exhaust vents, which have certain requirements on the exhaust volume. The designer uses the parameterized design of the punched aluminum plate as the façade material in conjunction with the position of the exhaust port, which not only meets the requirements of the exhaust volume, but also makes the store a highlight of the commercial street.

The entrance position uses coated glass. When people look from the outside, they could only see the reflection but not the arrangement in the store unless they walk through a slender corridor and enter the room.

Less is more, restraint is form, and indulgence is content. A piece of paper has only one side in the Mobis ring, but it means "∞". Inspired by this, the designer has artistically processed the brand's initial letter 'R', throughout the display area, to strengthen the brand logo, and to add interests to space, also echo the R-shaped staircase where the store is located. Last but not least is to symbolize the infinite possibility and variability of the brand.