

TID 12th 2019 Award
Taiwan Interior Design

商業空間類/餐飲空間 TID 獎
The TID Award of Commercial Space/ Food & Beverage Space

三麥
Sunmai

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Ahead Concept Design

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some mind and some of mine 随心所欲 一點點瀟灑的自我 一點點的意念 加上微醺的釋放 在 sunmai 喝的不是啤酒 而是生活 concept 擁抱生活的新尚酒吧 一個屬於完全屬於台灣的精釀啤酒品牌 用冷靜的精準度釀造完全熱情的啤酒 這是一種鮮明的台灣精神 也代表著台灣品牌的包容力 所以我們企圖設計一間屬於台灣的酒吧風格 這不是一間台灣風格的酒吧... 材料與文化存在重新演繹了創新與時尚而不是為了復古 對於年輕人來說 這些舊有素材反而是新穎的時尚語彙 有別於一般酒吧昏暗而隱藏的空間方式 我們用大面積的玻璃開放了整個空間與路人的關係 白天沿著玻璃的而延伸的空間視覺非常引人注目 而當夜晚時，酒吧成為了都市的焦點。這讓酒吧本身增加了親近感 玻璃 棍石子吧台台邊而延伸到中段的鑄鐵花 三個層次建構出既對稱且符號感強烈的空間個性 層次分明的點狀燈光 勾勒出一種旋律般的視覺感受 呈現優雅卻又紳士的氛圍- 白天你可以帶本書進去閱讀 夜晚 你可以穿著時尚的呈現你優雅的品味 圓形的長酒吧檯酒保們塑造了一個舞台 輕而易舉的掌控整個空間的關係 錯高的區隔讓被圍坐的客座區域顯得獨立 讓每個區域有了完全不一樣的空間氛圍 當夜幕低垂時，不鏽鋼和燈光反射將空間營造出的閃耀感 無形成為一個引導人們走向空間各處的導引 並帶出時空轉換的迷離感 工業俐落的鑄件與傳統工法的麥粒牆形成鮮明的文化對比 原始材質的紋理呈現得配著細膩收邊與手工溫度的竹編泥牆 標示著一個全新的時代 表達一種開拓聚集文化 時尚與生活的 sunmai

Sunmai some mind and some of mine Have it your way A little bit of me undiscovered A little bit of wild thoughts, set loose after few rounds. In Sunmai you don't taste the beer, you taste the life. Concept A bar in fashion, with the concept of embracing life. A genuine Taiwan-born crafted beer brewery. Calm with precision, brew with passion, resembling the splendid trait of Taiwan, a Taiwanese brand that embrace diversities. That's why we attempt to explore, searching for a new type of bar for Taiwan. Not a Taiwanese Style bar For the young generation, material reuse and culture reinterpretation are nothing close to retro; instead, they represent creativity and fashionable trend. To differentiate from the typical shady and discreet bar type, floor-to-ceiling picture windows are implemented to break the boundary of inner/outer space. During the daytime, the transparency allows the space visually expanding outward and grabbing attention of walking by. When the night falls, the bar becomes the hotspot of the urban area. From the glass entrance, close lightly pebbles bar table, to the wrought iron window décor in the middle, the three layers of materials are applied to form a symmetrical and symbolical space with a vivid sense of fashion. Layers of the sparkling light glorifies the interior with harmonic visual fulfillment, creating a sophisticated atmosphere with gentleness. Come here with a book during the day. Dress up to show your great taste during the night. Bartenders behind the circle-shaped bar table have prepared this showroom for guests, and each partition segmented by décor windows has its own unique characteristics. The shimmering reflections that lighting shines on the stainless steel details would lead guests to explore this dazzling space. The vivid sense of cultural conflict by putting up together industrial iron parts and agricultural grain wall represents a remarkable new era. The texture of raw industrial materials is adopted to set off the warmth of handcrafted bamboo-weaving goods. That's what Sunmai stands for—a diversified, inclusive brand that gathers culture, fashion, and life.