



INTERIOR SPACE

室内空间设计丛书 II

IS

SHOP SPACE

商业店面

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is 商业店面

S H O P S P A C E

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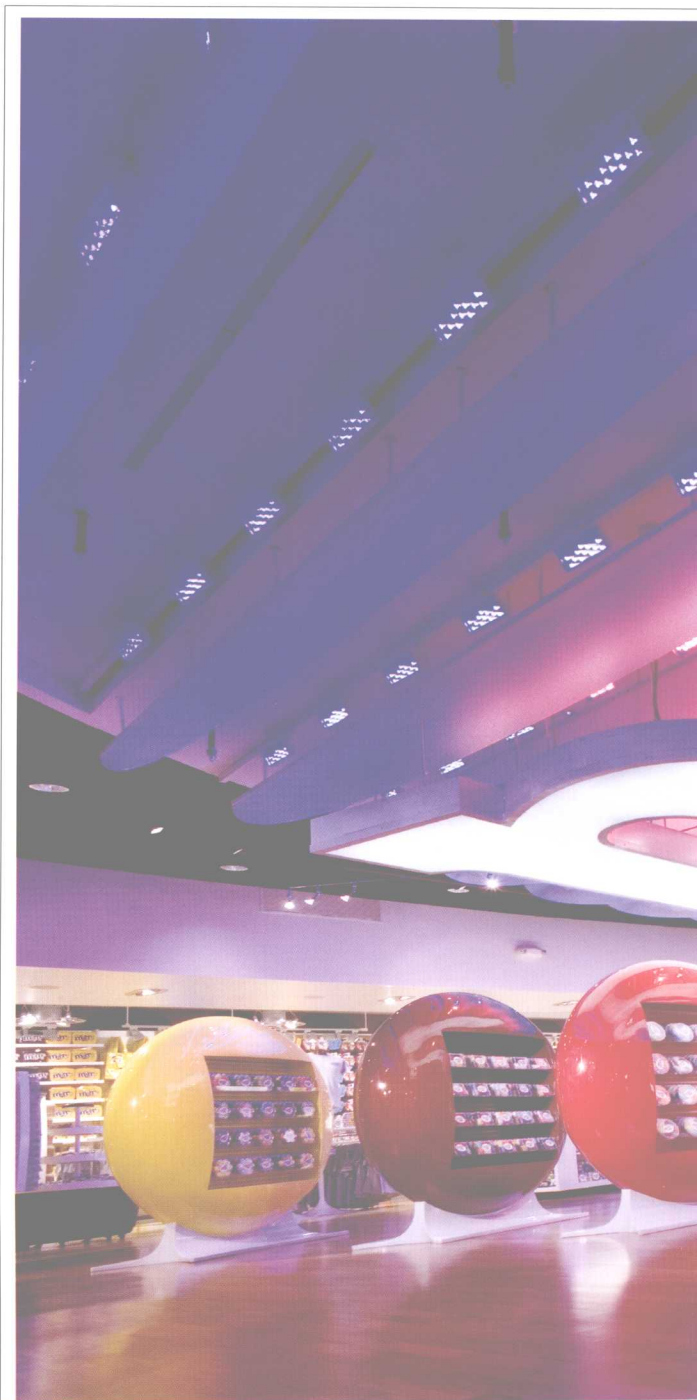
to lead customers from one experience to the next. By utilizing the latest in LED lighting technology, the designer created versatile lighting features and dramatic color effects that can be changed for holidays or pro-motions, making the in-store experience different every time a customer visits.

这个五颜六色的带有硬壳的M&M'S巧克力糖果有很多属于自己品牌的爱好者。富有感染力的M&M'S卡通形象因其独特的风格而受到年轻人的喜爱；它们聪明、活泼、有趣、惹人喜爱。Chute Gerdeman需要创建一个零售店，为这个超凡个性的品牌设计一间屋子，使人们感受它的吸引力并反映世界上最大的糖果品牌的本质，提升它的收藏者的地位。

M&M'S的零售店的设计与其竞争者有很大区别，主要体现在它的设计元素：颜色、经典的M&M'S形象和属于M&M'S品牌的超凡个性。在昂贵的店面处，一个放大的M&M'S旋转糖果模型立在那里，侧面通过灯光照明改变了颜色，吸引了路人的注意力。定制的大型展示台和变幻的颜色，风格化的M&M'S足以吸引顾客进入。室内布置有弯曲的墙，明亮的天花板。通过各种听觉、视觉的效果将顾客从一个新奇的感受带入到另一个体验。通过利用最近发展起来的LED灯光技术，设计者创造了多面的灯光特点和动态的颜色效果，这些独具个性的设计使顾客每一次到来都有不一样的感受。

The colorful hard-shell of M&M'S® Chocolate Candies have long been a favorite of candy lovers. The famous brand is bolstered by the infectious personalities of the M&M'S® characters; whether charming, neurotic, or witty they are undeniably fun and entertaining. When designing a home for these larger-than-life personalities, Chute Gerdeman needed to create a retail experience with universal appeal that would reflect the essence of the world's largest confectionery brand and elevate it to collector status.

M&M'S® in-store experience is distinguished from its competitors by a few primary ingredients: color, the classic M&M'S® shape, and the larger-than-life personalities of the M&M'S® brand characters. At the expansive storefront, a large rotating M&M'S® candy in the entry, which is flanked by M&M'S® illuminated color changing graphics, captures the attention of the passersby. The large custom fixtures and a color-changing, stylized M&M'S® are enough to draw guests inside. The interior design features curving walls, luminous ceiling elements and a variety of audio-visual effects



设计: Chute Gerdeman·Dennis Gerdeman

www.chutegerdeman.com

设计团队: Brian Shafley, Wendy Johnson, Steve Pottschmidt, Bess Anderson, Susan Boreman, Susan Siewny, Jon Kondell

施工: ICC General Contractors

地点: 美国 佛罗里达 奥兰多 8001 S. Orange Blossom Trail

建筑面积: 1579米²

装饰材料: 地面/磨石子地面, 实木地板

墙面/定制墙壁饰面, 油漆

天花板/Topo三维系统, 石膏板

摄影: Mark Steele

Design Chute Gerdeman·Dennis Gerdeman

www.chutegerdeman.com

Design Team Brian Shafley, Wendy Johnson, Steve Pottschmidt, Bess Anderson, Steve Boreman, Susan Siewny, Jon Knodell

Construction ICC General Contractors

Location Florida Mall, 8001 S. Orange Blossom Trail, Orlando, FL 32089, USA

Built Area 1,579m²

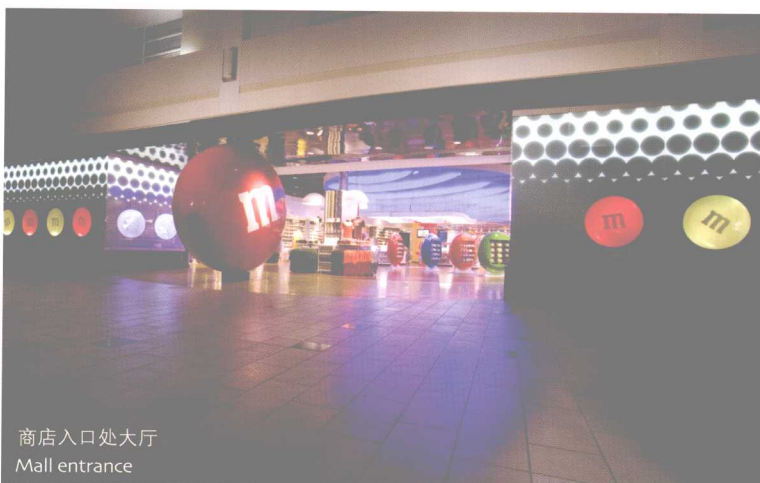
Finish Floor / Terrazzo, Wood Plank

Wall / Custom Wall Covering, Paint

Ceiling / Topo 3 Dimensional Systems, Gypsum Board

Photograph Mark Steele





商店入口处大厅
Mall entrance



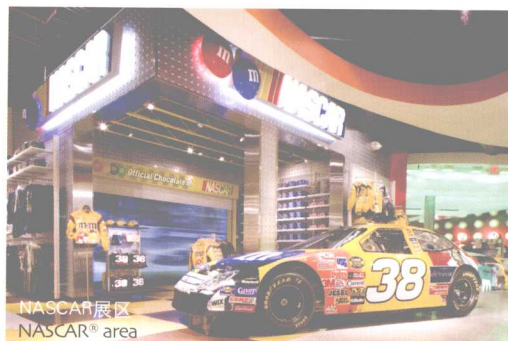
入口
View from Entry





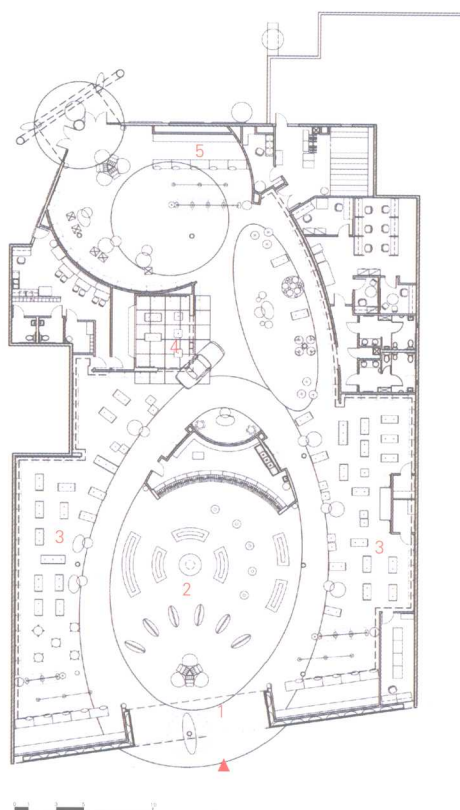
M&M'S 收藏展
M&M'S collector's gallery





1. 入口
2. M&M'S® 收藏品展厅
3. 顾客参观区
4. NASCAR展区
5. 收银区

1. Entry
2. M&M'S® collector's gallery
3. Customer journey
4. NASCAR® area
5. Back cashwrap area



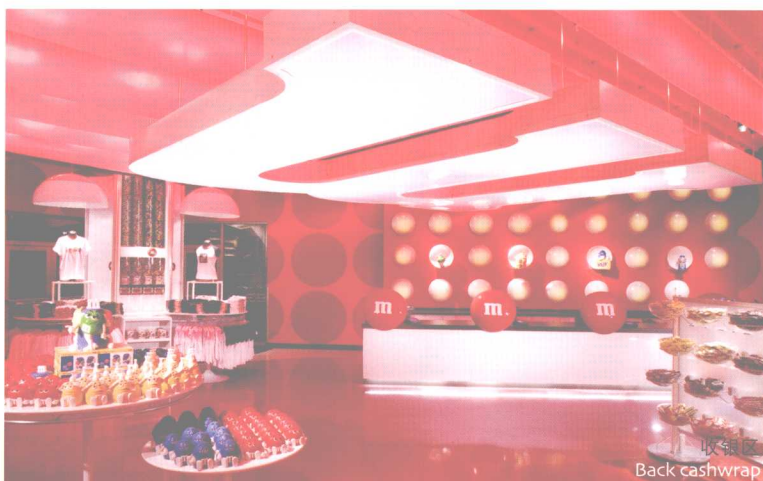
平面图
Floor plan



顾客参观区
customer journey



饮料类产品展示区
Collector's drinkware



Telus Toronto Flagship Store

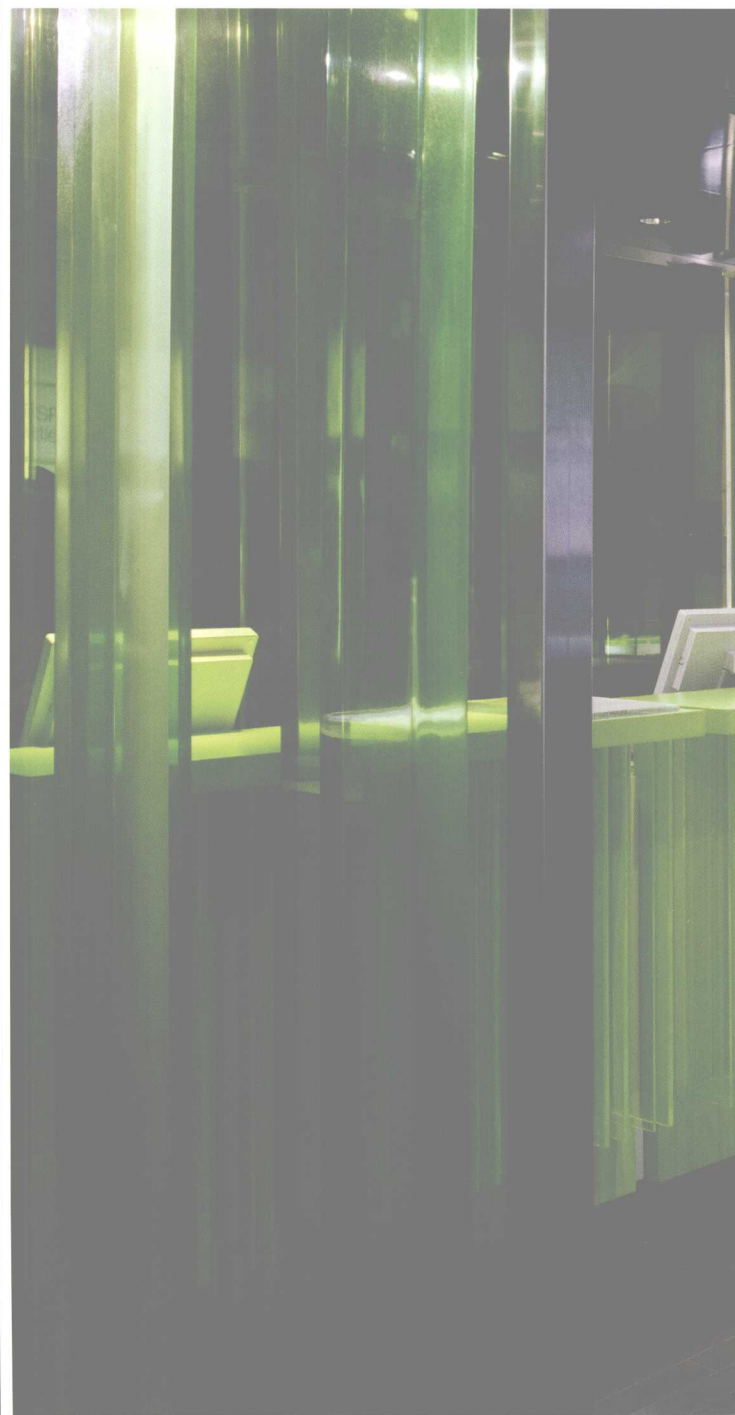
Burdifilek的设计团队将高科技注入了时尚活力而设计了这个新的TELUS 移动电话 Bloor 街旗舰店，它开创了公司零售形象的一个新起点。TELUS要求这个全新的店铺形象反映出公司的蒸蒸日上，在市场竞争中不断壮大，以及向顾客提供优质的服务和不断发展的移动电话技术。这个刚开业的店铺是不断前进并强大的，利用品牌的色彩基调和充满活力的设计风格在这个高级街区的竞争环境中脱颖而出。摆动的透明合成树脂，发光的油漆，以及混凝土和石板这些元素在这个尖端技术的氛围中很好地组合在一起，呈现出移动电话公司所期望的风格形象。

科技时尚被引入到这家店的环境中来，产品是通过LED材料发光，贯穿整个空间。部分设计理念是以图形表现的，TELUS的广告活动以墙纸的形式张贴在墙上，通过4台纯平显示器播放的电视广告来展示产品所具有的“生动的色彩”。店的后面有一个休息厅，允许顾客在这个画廊式的环境里放松一下和感受这里的气氛。将商品展示在安装在墙上的具有动态感的树脂立方体展示架中，增加了整个建筑空间的“条形码”的感觉。

The burdifilek design team injected some fashion into technology with the new TELUS Mobility Bloor Street flagship which debuted a new evolution of the company's retail concept. TELUS required a new store concept to reflect the company's dynamic growth in the market, their dedication to customer service and the evolution of mobile technology as a lifestyle accessory. The new store is progressive and energizing, using the brands color palette and invigorating it with design features that could only live in a high street flagship environment. Planes of vibrant Lucite, high gloss lacquer, concrete and slate come together in a sophisticated retail atmosphere that redefines the expectation of what a Mobility company should be.

The fashion of technology is translated into the store environment. The product is lit by an LED barcode, a theme throughout the space. Part of the design concept

is about expressive graphics, and the TELUS advertising campaign lives on the walls as massive wallpaper murals and announces itself in living color in the form of 4 flat screen monitors playing their highly successful television commercials. There is a lounge area in the rear of the store announcing a new rich chocolate brown to the TELUS color palette and allowing customers to relax and absorb in the new space in a gallery type environment. The accessories are displayed in floating resin cubes mounted along the walls adding to the overall architectural 'bar code' feel of the space.



设计: burdifilek·Paul Filek, Diego Burdi

www.burdifilek.com

设计团队: Mariko Nakagawa, Anthony Tey, Anna Jurkiewicz, Alison Priestman, Mauro Lopo-Pires

施工: Claridge Construction Ltd.

地点: 加拿大多伦多, Unit 3, 150 Bloor Street West, M5S 2X9

建筑面积: 201米²

装饰材料: 压克力, 彩色玻璃, 织物, 陶瓷砖, 定制墙纸, 油漆

摄影: A-Frame Inc.·Ben Rahn

Design burdifilek·Paul Filek, Deigo Burdi

www.burdifilek.com

Design Team Mariko Nakagawa, Anthony Tey, Anna Jurkiewicz, Alison Priestman, Mauro Lopo-Pires

Construction Claridge Construction Ltd.

Location Unit 3, 150 Bloor Street West, Toronto, M5S 2X9, Canada

Built Area 201m²

Finish Acrylic, Coloured Glass, Fabric, Porcelain Tile,

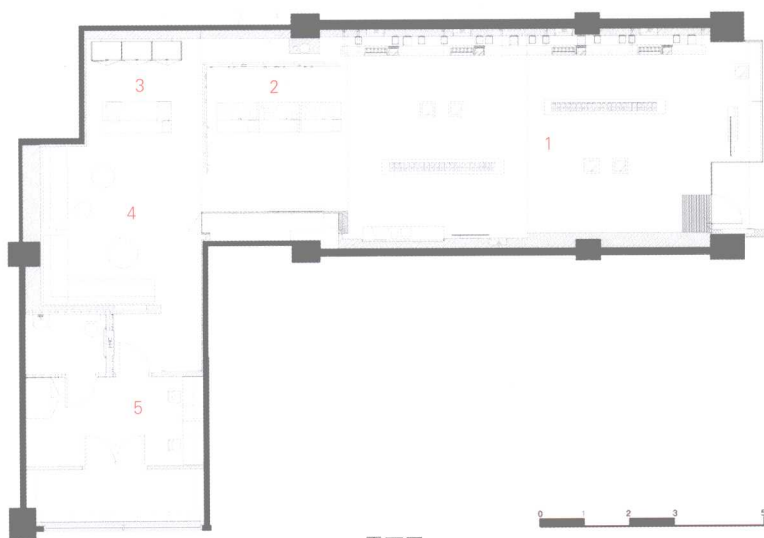
Custom Wallpaper, Paint

Photograph A-Frame Inc.·Ben Rahn





展示区
Display zone



平面图
Floor plan

1. 销售区
2. 收银区
3. 产品展示区
4. 顾客休息厅
5. 办公室

1. Retail floor
2. Cash point
3. Product care
4. Customer lounge
5. Office