

DETAIL 2010

世界室内细部年鉴上

特色餐饮 · 娱乐空间 · 培训机构



天津大学出版社
TIANJIN UNIVERSITY PRESS

2010_上

世界室内细部年鉴

特色餐饮·娱乐空间·培训机构

韩国A&C出版社 编

石艳刚 油俊伟 译

RESTAURANT

ENTERTAINMENT

CULTURE /
EDUCATION

图书在版编目 (CIP) 数据

2010世界室内细部年鉴/韩国A&C出版社编;石艳刚,油俊伟译.—天津:天津大学出版社,2010.1

ISBN 978-7-5618-3332-2

I. ①2… II. ①韩… III. ①室内设计:细部设计—世界—2010—年鉴 IV. ①TU238-54

中国版本图书馆CIP数据核字 (2010) 第001623号

责任编辑 油俊伟

出版发行 天津大学出版社

出版人 杨欢

地址 天津市卫津路92号天津大学内 (邮编300072)

电话 发行部:022-27403647 邮购部:022-27402742

网址 www.tjup.com

印刷 上海美雅延中印刷有限公司

经销 全国各地新华书店

开本 220mm x 300mm

印张 36

字数 468千

版次 2010年1月第1版

印次 2010年1月第1次

定价 456.00元 (上、下册) (US\$ 79.99)

(凡购本书,如有缺页、脱页,请向本社发行部调换)

Contents

RESTAURANT 特色餐饮

- 006 HOLLYS COFFEE HOLLYS | 咖啡厅
- 020 Daily BROWN | 每日布朗
- 030 MACARONI MARKET | 通心粉小集
- 048 Charcoal BBQ 3692 | 炭烧BBQ3692
- 068 On the 6(Six) | 昂则西斯餐厅
- 076 KKUNNORI | 韩式餐厅
- 092 Dumare | 餐厅

ENTERTAINMENT 娱乐空间

- 110 Megabox, Dongdaemun | 美嘉影院东大门店
- 120 JEFE Club | JEFE俱乐部
- 134 CGV, Mullae | CGV文来店
- 150 Cinus Cinema, Daejeon | Cinus 影院大田店
- 158 Water Joy | 水上乐园
- 170 Legrand Funbeach | 卢格兰水上乐园
- 180 Muscle Factory Gym | 肌肉工厂健身房
- 194 Saint Western CC | 圣西部CC

CULTURE & EDUCATION 培训机构

- 212 MASAN 3.15 ART CENTER | 马山3.15艺术中心
- 230 Hwaseong Museum | 水源华城博物馆
- 242 Seoul Arts Center, Opera Theater
| 首尔艺术中心歌剧院
- 252 KCMC, Bundang | 盆唐KCMC
- 262 Doosan Art-Square | 斗山艺术广场
- 276 New Main Building of the Hanyang University
| 汉阳大学新主楼大厅

RESTAURANT

特色餐饮

HOLLYS COFFEE

HOLLYS 咖啡厅

Daily BROWN

每日布朗

MACARONI MARKET

通心粉小集

Charcoal BBQ 3692

炭烧BBQ3692

On the 6(Six)

昂则西斯餐厅

KKUNNORI

韩式餐厅

Dumare

餐厅

HOLLYS COFFEE

HOLLYS 咖啡厅

Design BEYOND THE VOID,
Stephan C. Exsternbrink, Julia Karla

Design Team Kang Dong-wha, Paik In-hwa,
Park Hee-ryoung, Choi Ho-bin

Location Dunsan-dong, Seo-gu,
Daejeon, Korea

Built Area 280m²

Finish Floor : Concrete, Epoxy resin

Wall : Felt Panel

Ceiling : Open Ceiling

Photograph CP Group

方案设计：超越空间，Stephan C. Exsternbrink, Julia Karla.

方案设计团队：Kang Dong-wha, Paik In-hwa, Park Hee-ryoung, Choi Ho-bin

地址：大田市西区屯山洞

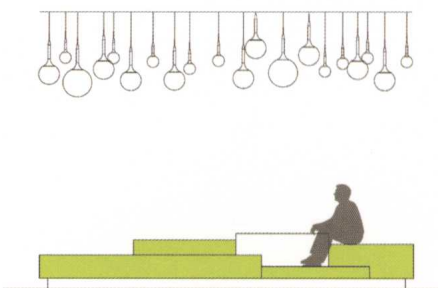
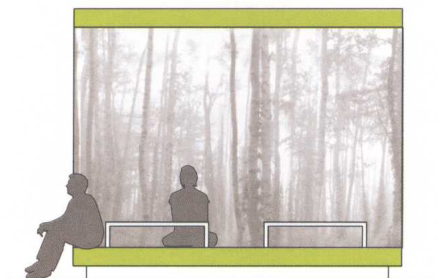
建筑面积：280 m²

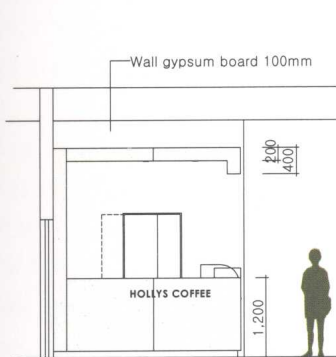
建筑材料 地面：混凝土，环氧树脂。

墙面：毛嵌板

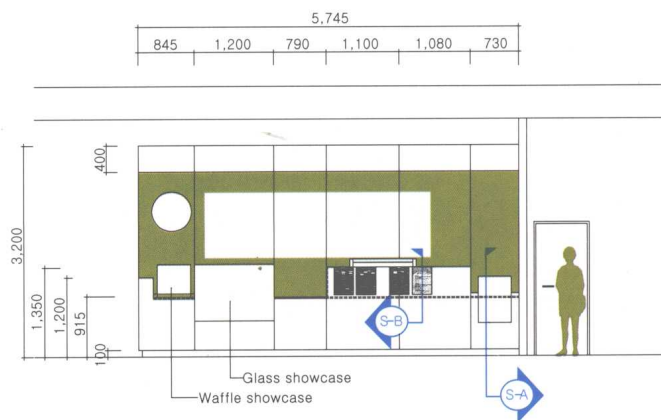
天花板：开放式天花板

照片提供：CP group

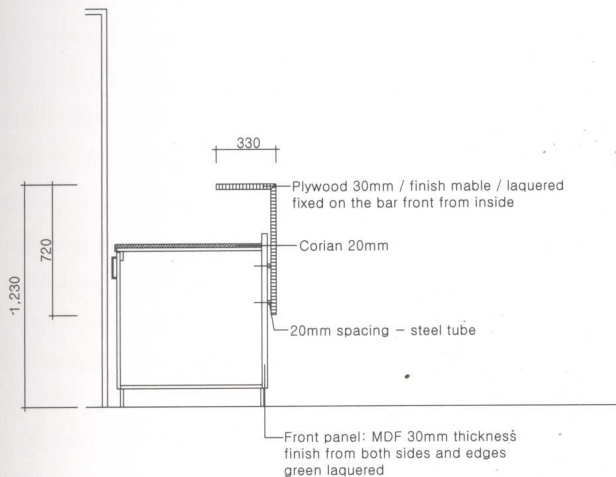




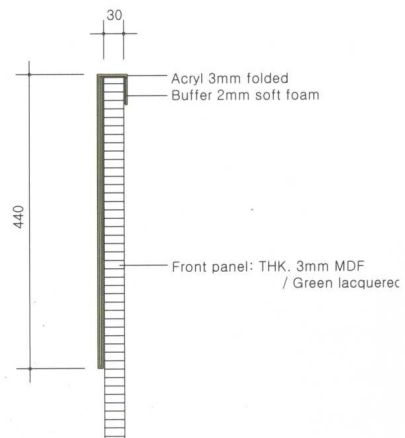
Elevation A



Elevation B



Section A



Section B



Even though the first coffee house opened ten years ago, the current density in the mega metropolis Seoul is actually higher than 'in the west'. Layered in several floors from top to each other or located directly side by side, the coffee house has become an overlay of business haunt, study room, or simply a place to escape the hectic daily routine of Korean cities. A brief analysis of the situation found in terms of architecture and design could only lead to one answer: apparently far too much was copied from each other over the last years; completely lacking architectural identity. With the necessary distance from outside, the German office 'beyond the void', which is based in Seoul, developed a new brand identity for the internationally expanding coffee chain HOLLYS COFFEE. Therefore, a major goal of the project was to even increase the already good market position of the coffee chain.

A review of the original company values, overlaid and interpreted by a contemporary understanding of spatial layout, brought the final concept to light: the HOLLYS COFFEE of a new brand identity, a design concept for the entire coffee chain, which was first realized in Daejeon, Korea, in 2009.

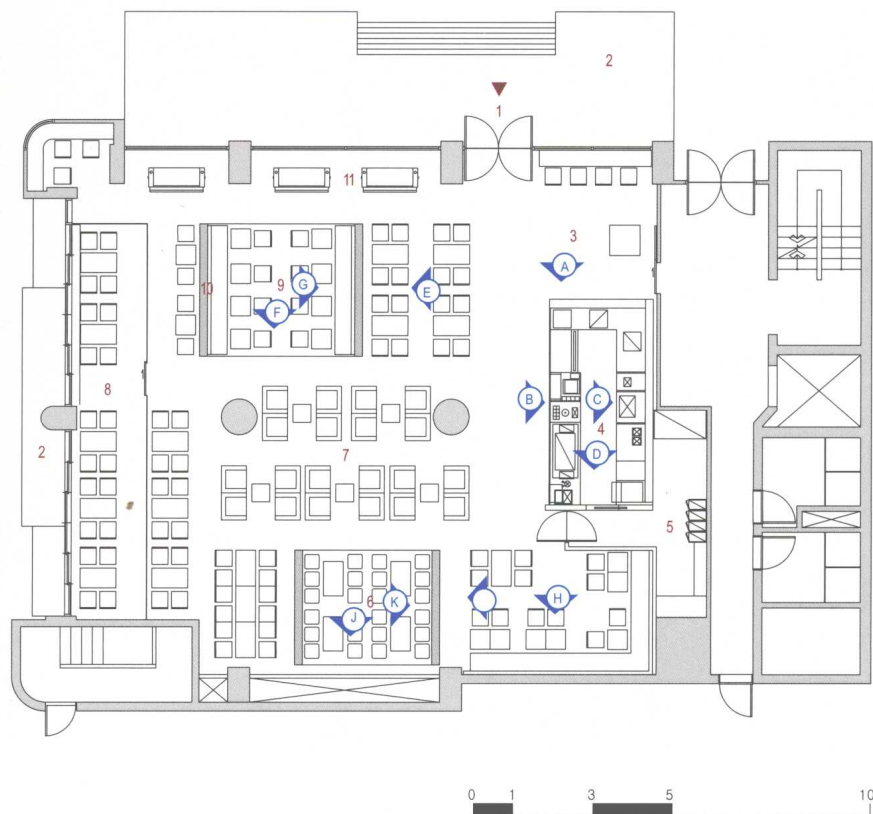
Taking the broad variety of more than 200 outlets into consideration, the design concept is answering this challenge by a surprisingly simple solution: while the actual space is treated as simple white envelope, the leitmotiv is defined by large scaled space units which are placed among the clearly open spatial layout.

The center of each coffee outlet is the bar, a folded space box, which becomes a 'leitobjekt' in every shop. A typologically ordered group of seating furniture is placed in the interspaces of the adjacent space boxes. While benches, chairs and tables are answering the classical western seating typology, the seating

type on floor, or even the space box as lying area, is referring back to the Korean origin of the client. The idea of overlaying the Korean seating culture, in which a chair as such is unknown, with the typology of a European coffee house appeared to be both, simple and ingenious. In this sense, a new type was developed, answering the Korean identity and interpreting it by means of contemporary architectural elements.

Simplification, abstraction, and at the same time upgrading of actually modest materials to a precious design pearl describe the further approach of this design. In this sense, a band of grey felt is attached to the open wall in a rhythmical order—binding the space together by spatial framing. Following this rhythmical order, the HOLLYS COFFEE logo is punched into the felt panels by laser cut, whereby the actual wall becomes visible and, thus, an architectural ornament in its elevation. On the one hand, the architects' goal to apply authentic materials, which is anything but common in Korea, and on the other hand, keeping the low construction budget, led to a concentration on the essentials. While abandoning complete cladding of spatial elements such as ceiling and floor, the focus is on a sophisticated execution of space modules, furniture, and illumination.

A reduced and decent interior places is the enjoyment of coffee and the customers' relaxation into the center of this project. The creation of a carefully developed individuality parallel to a coherent brand identification was the ultimate ambition of this design. Where the design is characterized by architectural strictness, its realization is done with architectural consequence. Where there is a need for contemporary romanticism supporting the spatial experience, spatial poetry is conveyed, inviting the guest to take a rest from the busy life of Korean cities in order to subsequently proceed with new strength.



1. Entrance
2. Outdoor terrace
3. Brand box
4. Bar
5. Storage & Office
6. Asian type box
7. Lounge area
8. Smoking area
9. Western type box
10. Internet corner
11. Swinging bench area

Floor plan

尽管第一间咖啡屋开在十年前，如今在百万人口的大都市首尔的密度其实比西方要高。从有好几层的咖啡厅到街道并排而立的咖啡屋，咖啡厅现已成为商业交流，个人学习，甚至是逃离城市紧张生活休息场所。从建筑学和设计学的角度以这种状态的简单分析只能得出一个答案：很显然地过去一直是相互模仿，完全缺少建筑理念。为了跟外界接轨，位于首尔的德国工作室“beyond the void”的任务是为国际化的哈里斯咖啡的发展注入新的品牌理念。因此，这个项目的主要任务是尽可能的增大现有的咖啡产业链的良好市场形势。

设计师们考虑到设计理念不仅要涵盖最近新开张的卖场，还需和即将开张的卖场（总计200余家）保持统一。所以设计师们从现代空间运用的角度上，对现有的品牌进行了更进一步的加工。在简单之中，hollys咖啡厅又独具个性魅力，最近亮相的hollys咖啡厅大田店，就最先把这种理念展现了出来。

咖啡厅的大部分都是单一的白色，在房间的主空间明快的开放式布局中，设计了一定大小的空白。

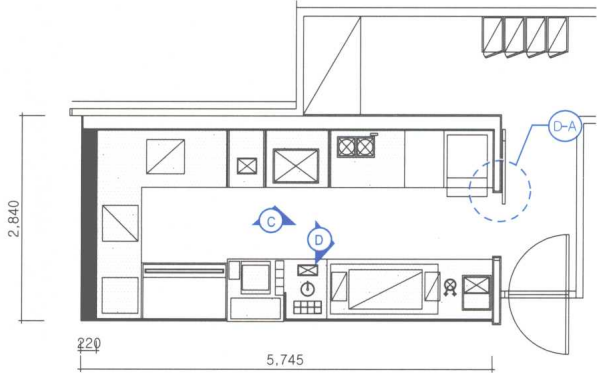
以吧台为中心，规划了咖啡厅的整体布局。吧台是空间中最核心的要素。在咖啡厅的空白空间排放着传统的欧式长椅，为表现出韩国特色的咖啡厅，设计师们还特意安放了适合韩国人饮食的桌椅。Hollys咖啡厅的标志随着墙面凸凹，有韵律感地渐渐展开。这一设计使空间相统一，在咖啡厅的标志中间可依稀看见墙壁，标志是墙体的装饰物。

建筑师们讲究使用真材实料，又很重视在施工中减少开支。但对于建筑师们来说，更重要的是在一些关键地方集中注意力。天花板和地面尽量减少人工的修饰，在家具、照明等方面建筑师们也耗费不少精力，使这些要素成为突出房间设计的诸多亮点。

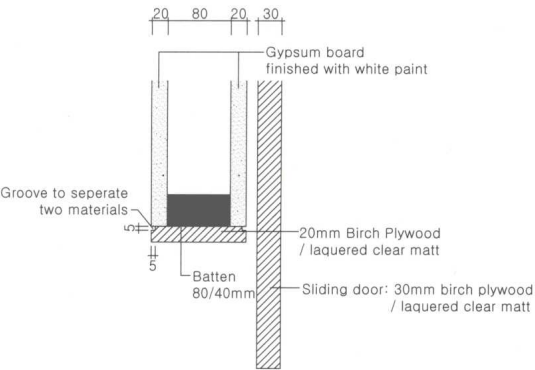
凝练但绝不单调的空间设计，给在这里品尝咖啡的每位客人提供了舒适的环境。Hollys咖啡大田店既突出了个性，又和其他Hollys咖啡厅保持了整体形象的统一。咖啡厅充满了浪漫的氛围，像一个港湾时刻都准备拥抱繁忙的都市人。



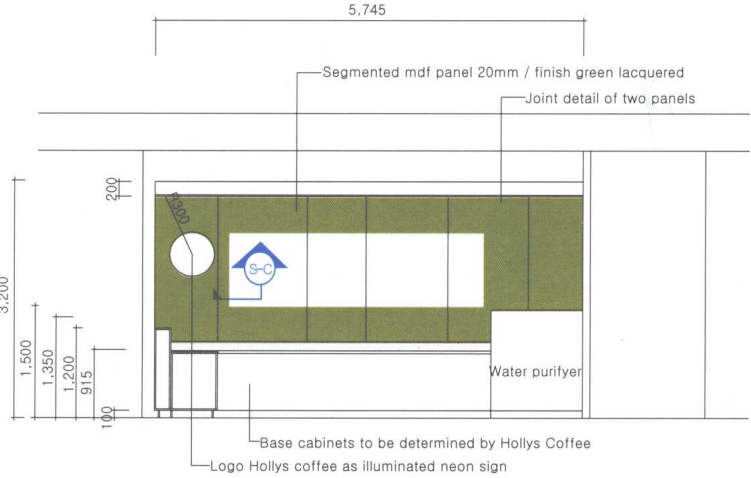
Bar



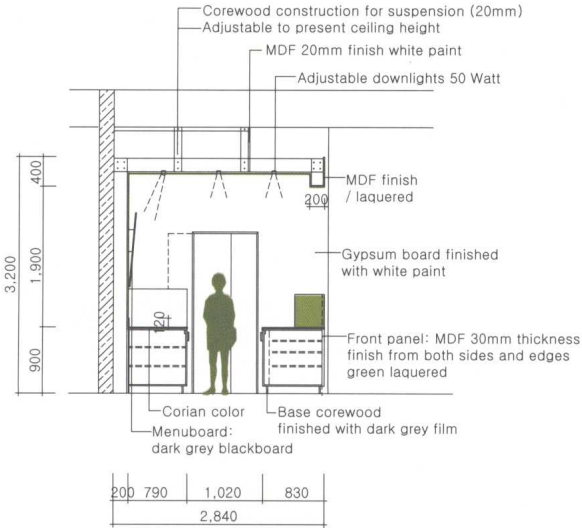
Part plan - bar



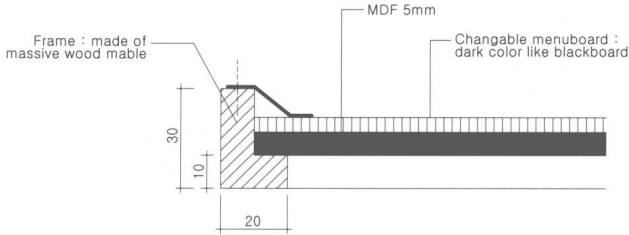
Detail A



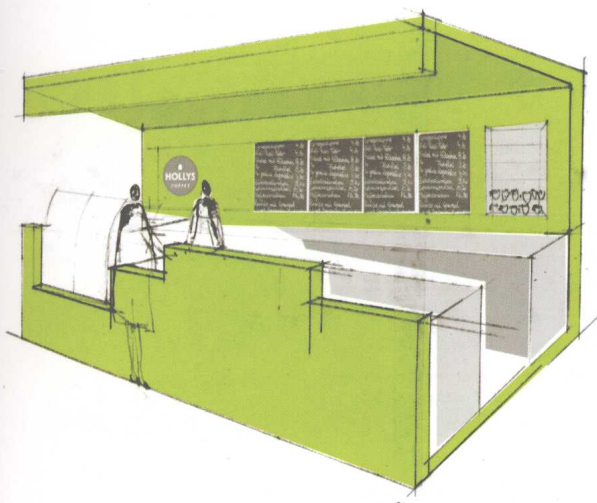
Elevation C

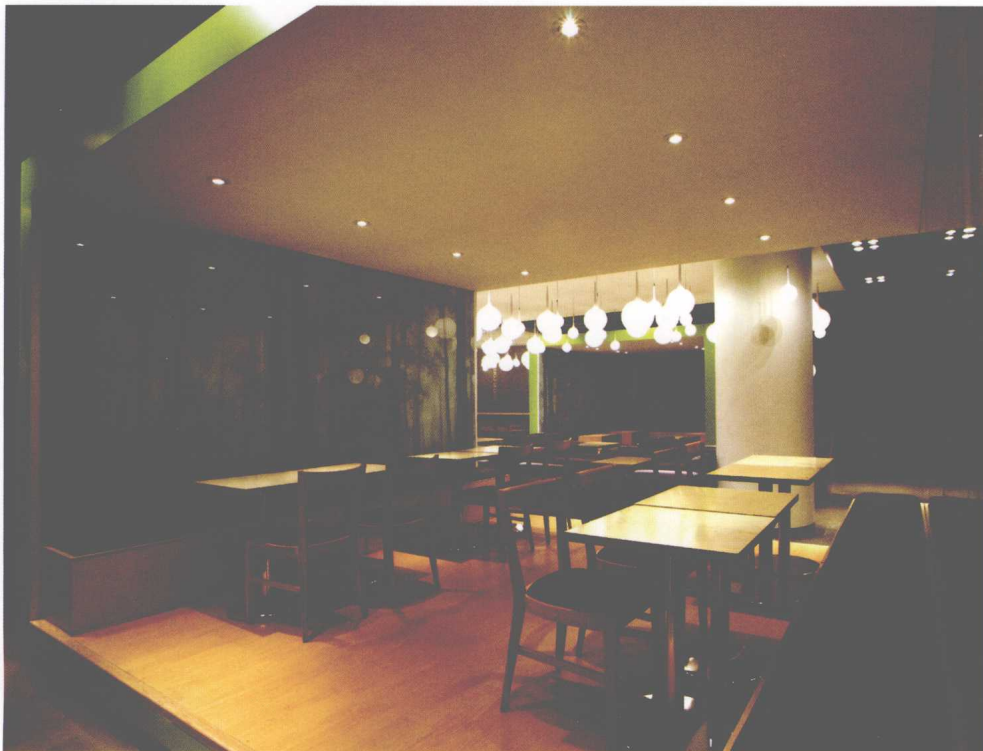


Elevation D

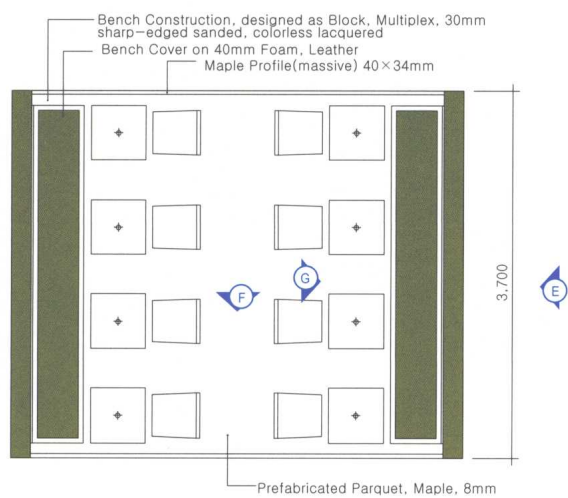


Section C

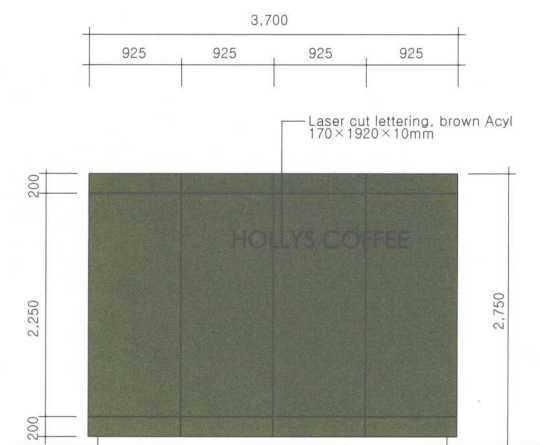




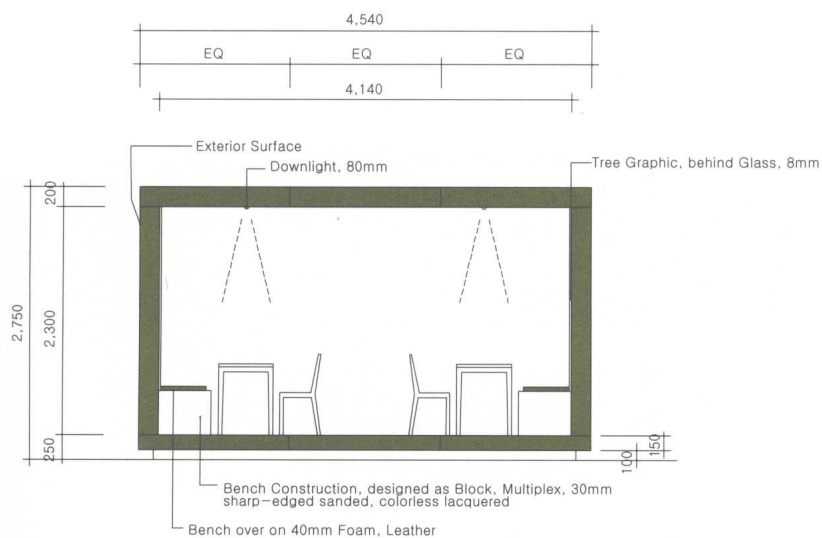
■ Western type box



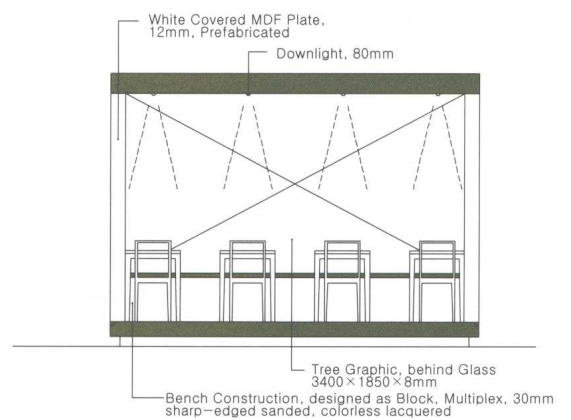
Part plan



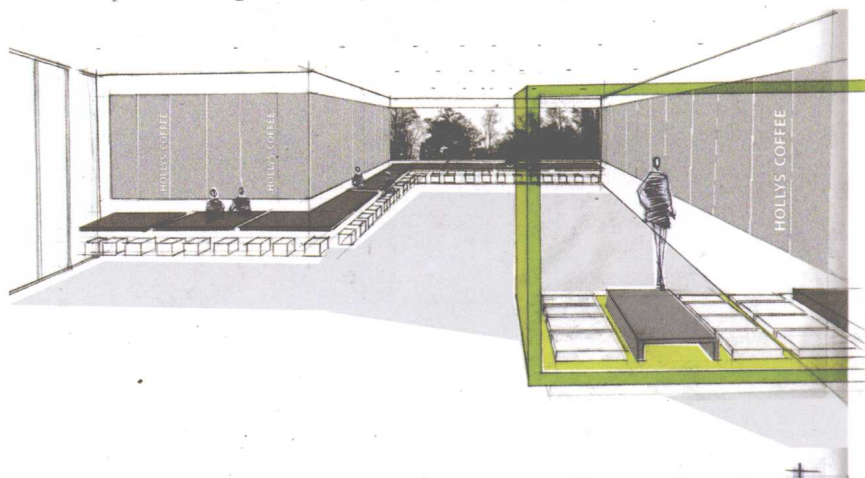
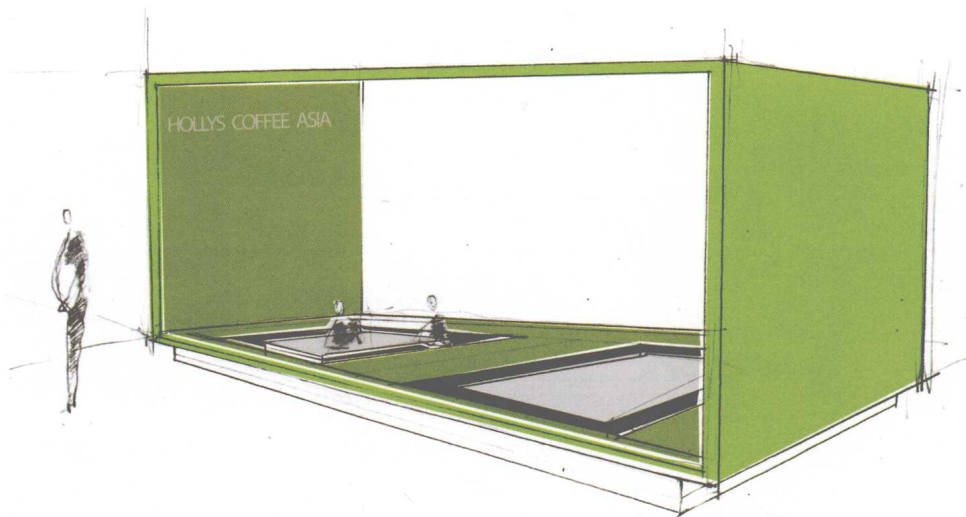
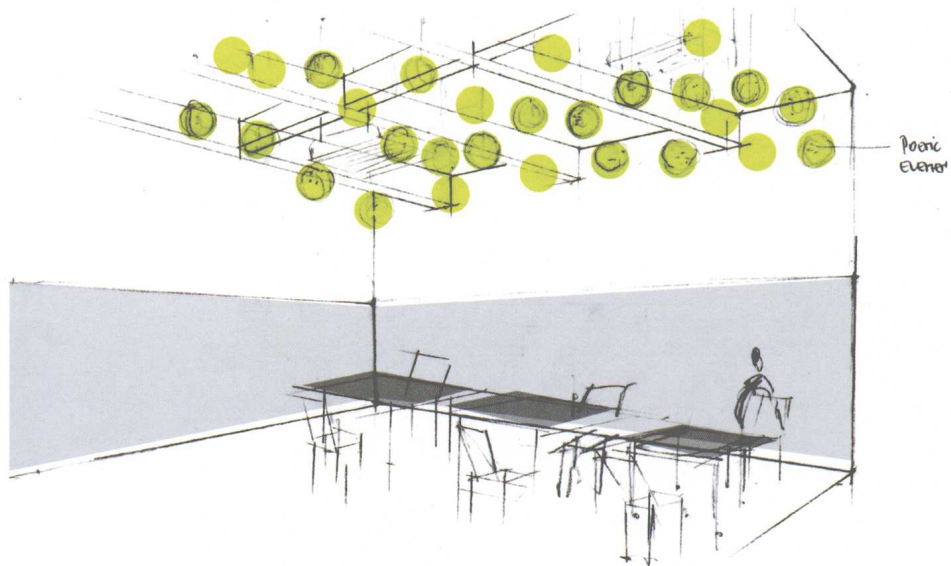
Elevation E



Elevation F

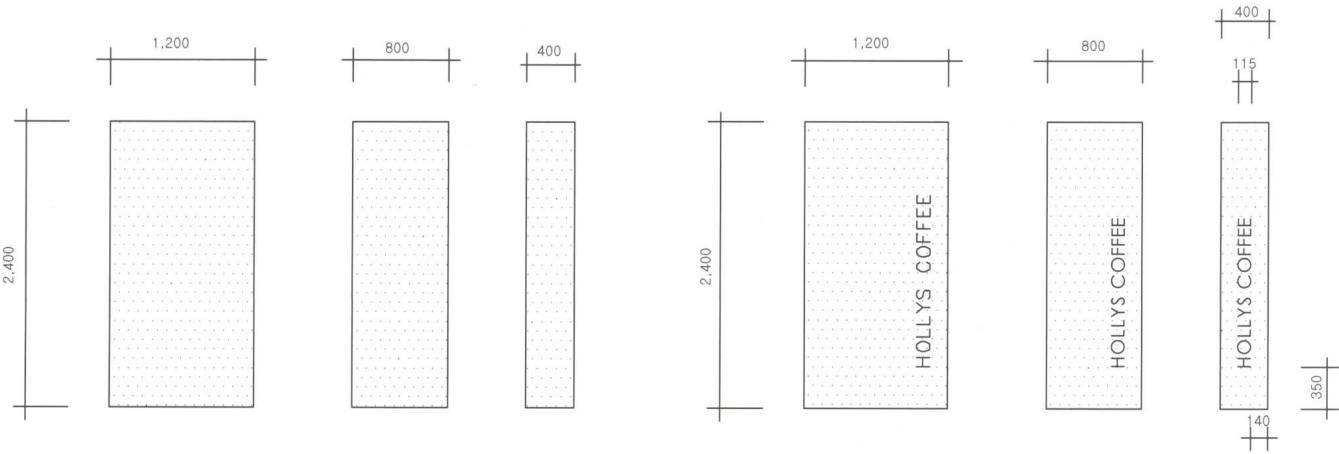


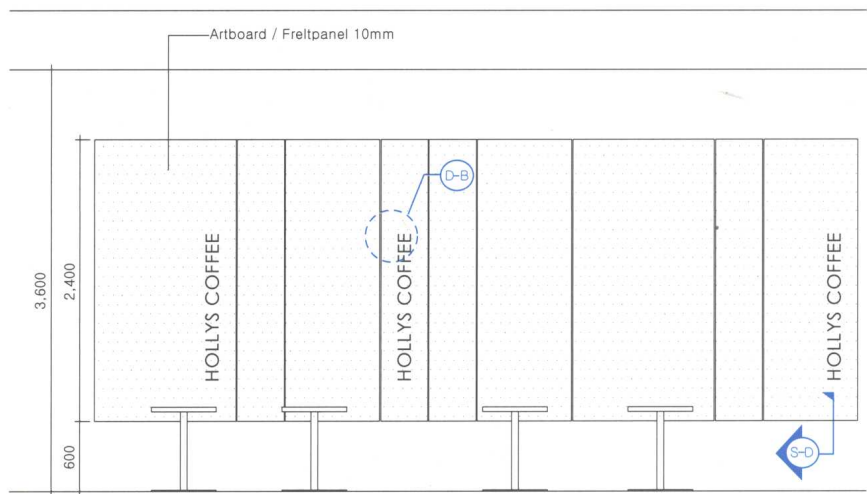
Elevation G



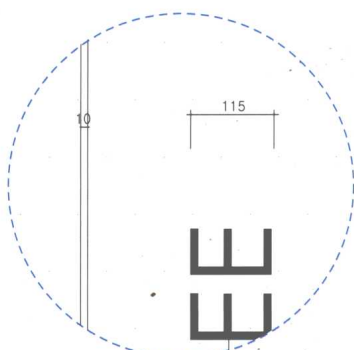


■ Felt wall

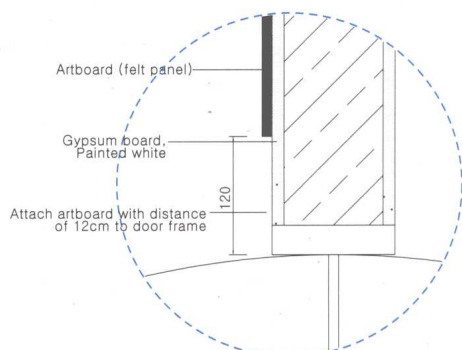




Elevation H



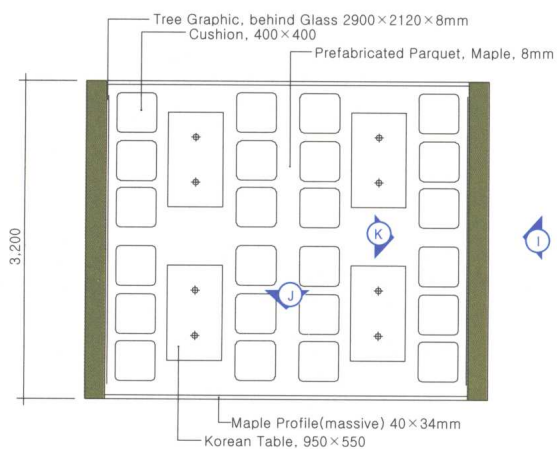
Detail B



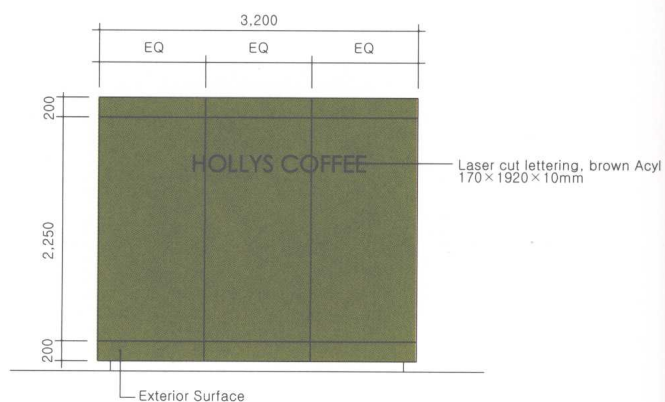
Section D



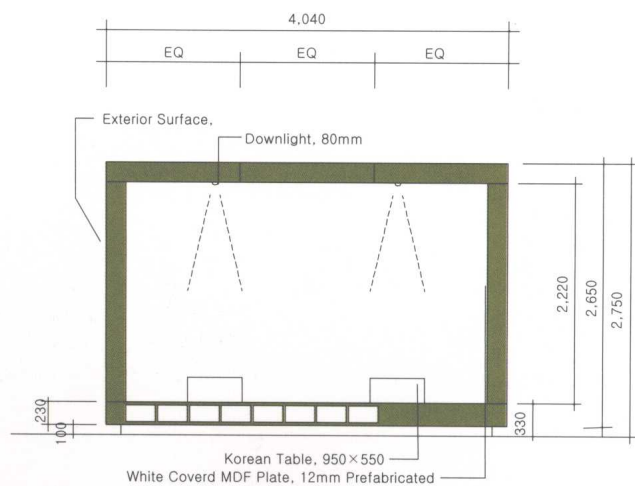
■ Asian type box



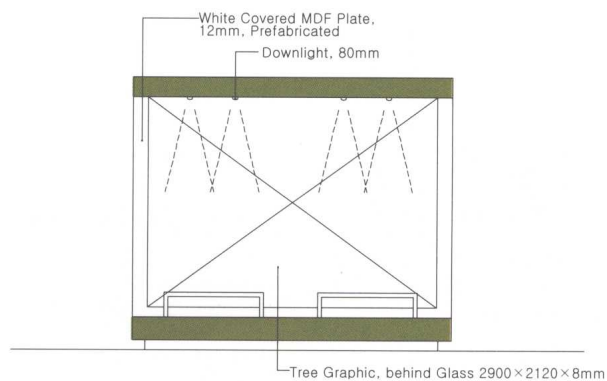
Part plan



Elevation I



Elevation J



Elevation K