

有本有源——售楼处设计

THE BUILDING PHILOSOPHY OF REAL ESTATE SALES OFFICE MAY BE A KIND OF COMPOUND-SPACE COMPLEX COMBINING WITH RATIONALITY, COMMERCE, TREND AND FASHION. YET IT IS OF MICRO-ARCHITECTURE WITH THE TYPICALITY OF AN ERA.

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序言 Preface

美学经济在繁殖

上海大匀国际空间设计
协同主持人/创意总监 林宪政

美学的生活，就是把自己的身体、行为、感觉和激情，把自己不折不扣的存在，都变成一种艺术品。

——法国哲学家 Michel Foucault

售楼处文化，从最单一的一张桌子，一张椅子，渐渐地变成了如今花枝招展、百花齐放的面貌，回溯到客观的商业与设计角度而言，不难看出，售楼处文化也正代表着某种进化论。

真正的售楼处文化早已经无从考证，然而，我愿意用几个现象（或阶段）来看待这样的规律和逻辑。

1851年的伦敦世界博览会“水晶宫”的出现像是一座横空出世、前所未有的“交流馆”。当时容纳了10万多件珍宝，但却是在展期甚至于之后，水晶宫本身却成为了最重要的头号展览品。这似乎与现今的售楼处空间有着不谋而合的同质属性。

从单纯的“室内机能满足”扩展到“表皮的充分表演”，而这些历程，也代表了各个不同的时空背景以及社会价值的判断变化。

在现今各行各业都打着“美学”旗帜之际，机能美学、营销美学、创意美学、产品美学……从无到有、从抽象到具体，似乎所有的产业，都在响应“美学经济”，疯狂并铺天盖地地席卷着。对一个专业的空间设计人来说，都市发展的现象孕育着各种层面的轨迹，正如1913年，构成主义大师塔林所说“艺术家是生活风格的规划者”。我们正处于这个“困苦焦虑的风格时代”，无论是千姿百态，还是清雅飘逸。售楼处文化一时之间仍是空间前沿的探索角色，更是一种实验、验证、思考、实践、矛盾冲突、商业、摧毁的空间辩证。

售楼处的建筑哲学，可能是一种当今结合了理性、商业、潮流、时尚的复合空间综合体，但却又是最具时代代表性的微建筑。

售楼处文化，是一个城市美学的微起点，无论是透明凄美的玻璃空间，或是坚韧无比的堡垒形体，恐怕当我们30年、50年后回首，就会发现这个混杂风格代表的是一种典型的“纯粹的混合风格”。

Economy of Aesthetics is booming

Lin Xianzheng

**Collaboration Moderator/Creative Director of Shanghai Symmetry International
Space Design**

Aesthetic life is to turn one's own body, behavior, feeling, passion and veritable existence into an artwork.

Michel Foucault, French philosopher

Now, the real estate sales office culture has gradually turned into gorgeous and colorful looks from a single table and chair. When dating back to the objective perspective of commerce and design, it will be obvious that the real estate sales office culture also represents some kind of evolutionism.

There's no evidence to certify the genuine real estate sales office culture. However, I would like to look upon this rule and logic with several phenomena (or stages).

The emergence of 'Crystal Palace' in London World Expo 1851 seems to be a distinguished and unprecedented 'Communication Museum'. It contained more than 100,000 jewels at that time. Yet it happened during the exhibition period or afterwards that Crystal Palace itself became the primary No.1 exhibit. Its property seems to be homogeneous with that of real estate sales office space of today.

With its expansion from simple 'satisfaction of indoor function' to 'well performance of epidermis', these processes also embody diverse space-time background and variable judgment of social value.

Nowadays, all the industries are responding to the banner of 'aesthetics'. Function aesthetics, sales aesthetics, creative aesthetics and product aesthetics...from inexistence to existence, from abstraction to concreteness, all of the industries seem to respond to 'Economy of Aesthetics'. This crazily prevails in the world. However, for a professional space designer, the phenomenon of urban development has nourished the traces of diverse fields, just as what the constructivism master Tatlin Vladimirn said in 1913 'artists are the planners of life styles'. Yet we are undergoing this 'era of miserable and stressful style' regardless of diversity or elegance. The real estate sales office culture still plays an important role in exploring the space frontier. Besides, it is a kind of space dialectic for experiment, verification, contemplation, practice, conflict, commerce and damage.

The building philosophy of real estate sales office may be a kind of compound-space complex combining with rationality, commerce, trend and fashion. Yet it is of micro-architecture with the typicality of an era.

The culture of real estate sales office is a new starting point of urban aesthetics. Regardless of transparent, desolate but beautiful glass space or tough fortress structure, this mixed style will represent a typical "pure mixed style" when we look back on it 30 or 50 years later.

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Supermachine Studio

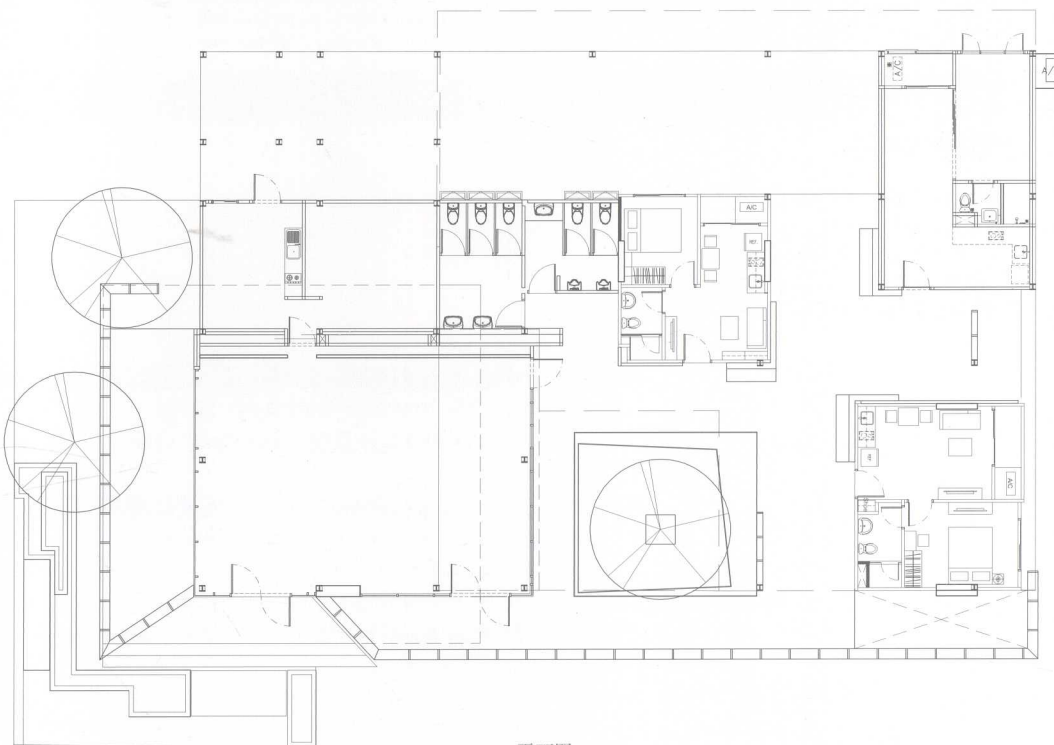
超级机器设计工作室



Pitupong Chaowakul

Pitupong Chaowakul, born in October, 1975 in Ubonratchathani, Thailand, firstly graduated from Faculty of Architecture, Chulalongkorn University, Bangkok, Thailand, where he got his Bachelor's Degree in Architecture. Then in 2002, he got his Master's Degree in The Berlage Institute of Architecture, Rotterdam, the Netherlands. He has worked in both Singapore and the Netherlands as an Architect and co-found the studio ThisDesign. In 2009, he found his own architect office Supermachine Studio.

Pitupong Chaowakul, 1975年10月出生于泰国乌汶。毕业于泰国曼谷的朱拉隆功大学，取得建筑学士学位。2002年，他取得荷兰鹿特丹港市贝拉舍建筑研究所的硕士学位。他以建筑师的身份工作于新加坡和荷兰，并与人合作建立工作室 ThisDesign。2009年建立自己的超级机器设计工作室。



平面图

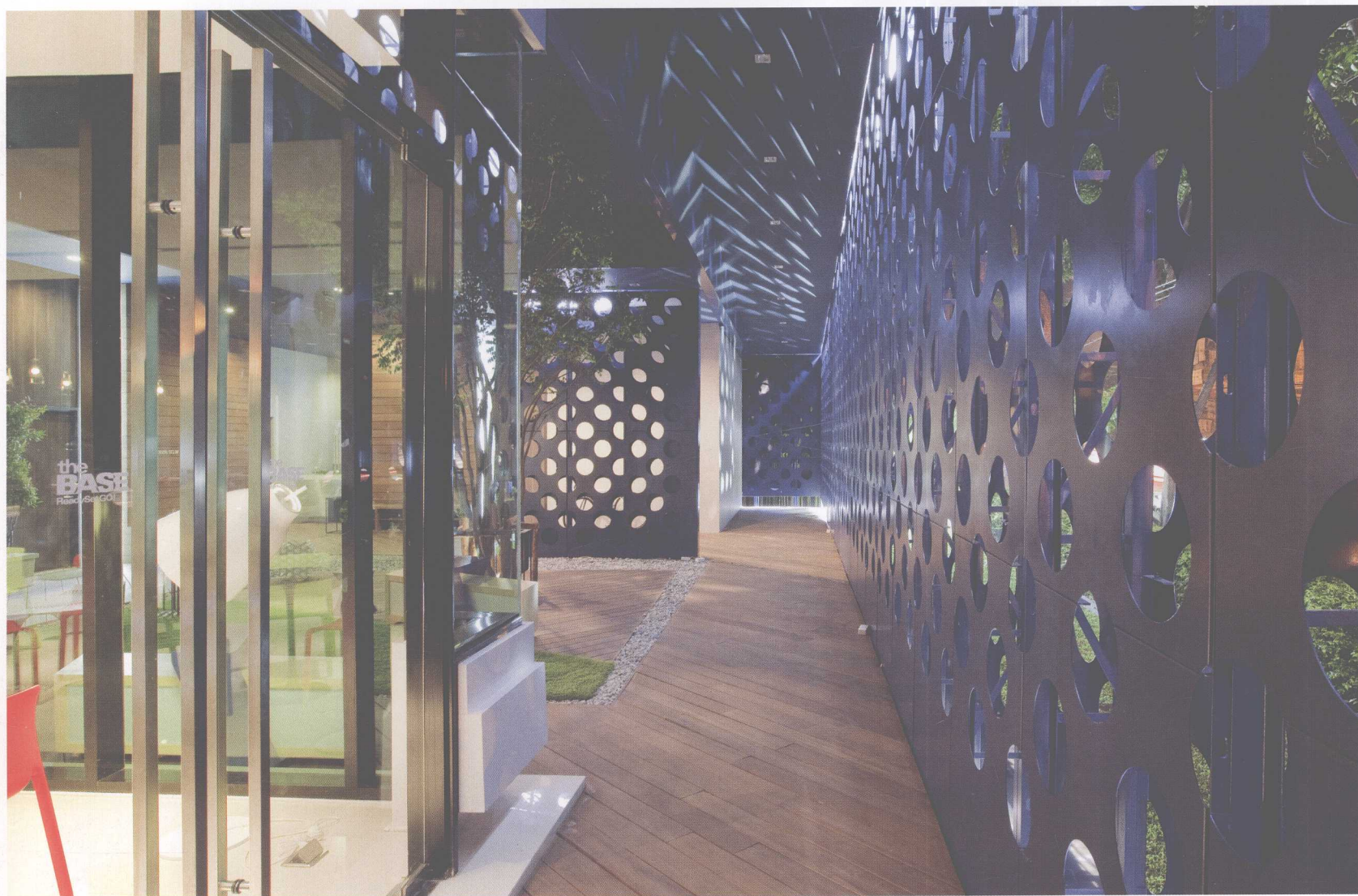
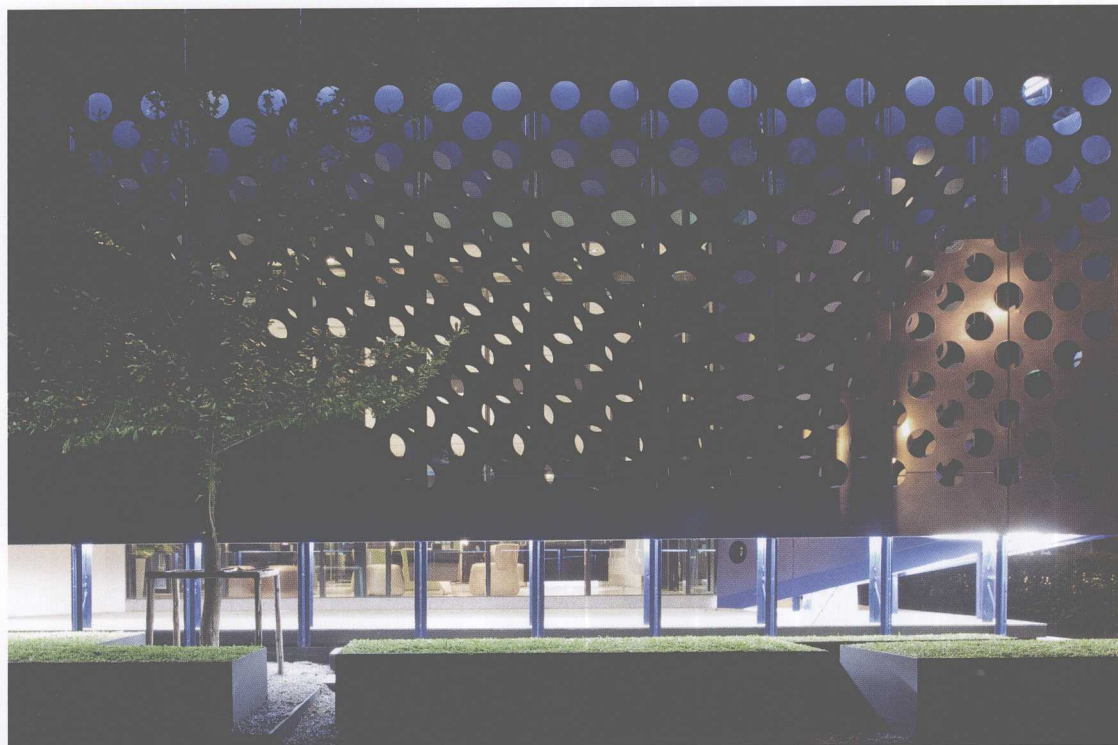


The Base Sales Gallery

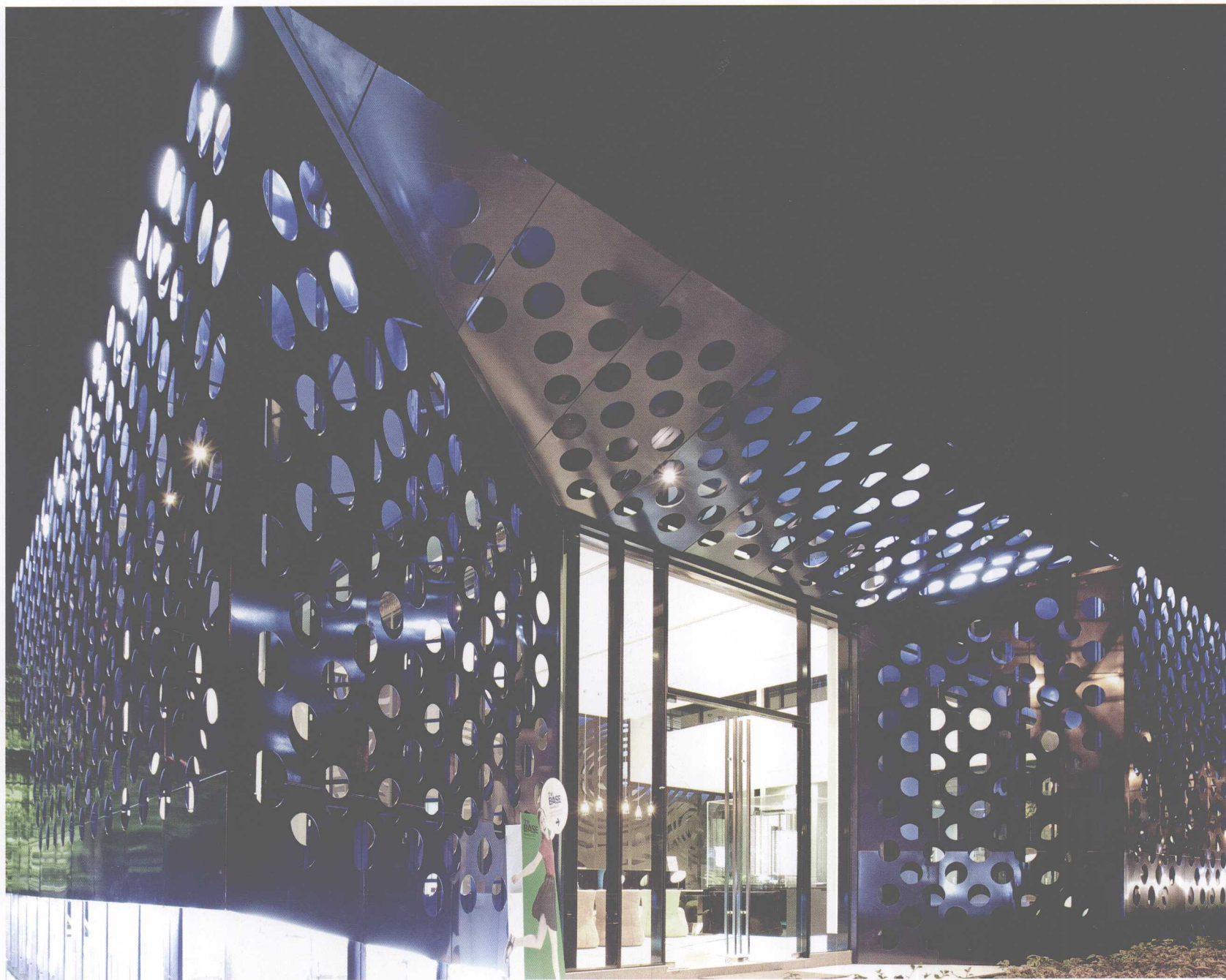
Design Agency: Supermachine Studio
Location: Bangkok, Thailand
Client: Sansiri Public Company Limited
Area: 425m²
Photography: Pitupong Chaowakul

基地销售中心

设计公司：超级机器设计工作室
项目地点：泰国曼谷
客户：Sansiri Public Company Limited
项目面积：425m²
摄影师：Pitupong Chaowakul







It is Supermachine's long interest in using moire pattern in architecture as the simple system that can add complexity to the building. When we have a chance, we implement it on our projects. Sansiri development came up with a small project to facelift one of their sales galleries for their new condominium in Bangkok, The Base, situating near to Ornnuch sky train station.

We were testing on several options of building skin patterns as it is to be giving different expression to the neighborhood as well as experiences to the customers. The option we choose is to wrap the building with double layer skin perforated with slightly different polka dot patterns, which we call it 'Moire Mask'. When customers or passers-by move along the building, its opening effect is changing along. The depth of the building also alters due to the changing of light throughout the day from flat skin during natural light period to a more ambivalent object when it gets darker in the day and interior illuminated.

Partly wrapping inside the courtyard, the dark blue 'Moire Mask' also define new character of the show-flat compound from a straight forward 'building around courtyard' to a more ambiguous space. Hundreds of openings on the wall with their illusion add another layer of experience onto the customers while they are wandering around the building looking at the products.

超级机器工作室一直乐于在简单的建筑中运用云纹来增加建筑物的复杂性。我们将此应用到我们每个项目中。此案是Sansiri公司曼谷新地产项目的一个售楼处，位于Ornnuch高架火车站附近。

为了使本建筑从周围各种建筑物中脱颖而出，同时给来此的客户一种全新的体验，我们尝试了许多种建筑外观。最终决定建筑外墙为双层有着交错波尔卡圆点的形式，我们称之为“云纹面具”。每位来访者和过路人经过时，透过外墙的光线也随之而变。建筑物的视觉深度也随着日间光线的改变而变化。在白天的自然光线下，看起来是平平的外墙；当天色逐渐暗淡，室内照明开启后，光线从室内传出，整个外墙散发着矛盾的美感。

深蓝色的“云纹面具”部分延伸至庭院，造就了一个更加模糊了界限的空间，而不是直截了当的围绕着庭院建立的建筑，赋予了售楼处新的特色。当客户漫步其中时，墙上许许多多的圆孔产生的虚幻交错之感，给他们带来另一种体验。

