

Shopping Experience

体验空间

于 萍 编
常文心 译

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Aurelio Vázquez Durán
DIN Interiorismo

1. How do you understand the concept of the Experience Store?

A: The idea was to change the traditional “furniture store” and transform it into a space where the visitor gets the feel of a real ambiance through all the areas and sets in the store. Visiting the store is not just a mere shopping trip; the customers will enjoy just walking and picturing the different scenes displayed -such as: dinning rooms, living rooms, bedrooms, etc.- as part of their own homes and eventually buy all the set or just select an accessory or two.

There are no corridors, so the customers may browse through all the areas just noticing the change of section because of the different products in display. Indirect lighting to emphasise the areas in combination with natural light adds the special atmosphere to every area. The ceilings have a metallic structure so different elements may be hung to enhance the displays and change according to the seasons or special promotions.

2. What do you think is the most important for an experience store?

A: The most important thing when designing an experience store is to forget about selling products and to

centre in the client's experience, to determine how is he going to enjoy and live it.

3. How to design the atmosphere of an experience store?

A: The atmosphere of an experience store has to emerge from livable, mouth watering and desirable spaces that give solutions and surprises with permanent changes. An atmosphere like this will make the customer want to come back frequently because he feels comfortable and most of all he knows it is the right place to satisfy his interior design needs.

4. How to display the cultural element of the products?

A: When talking about cultural elements we have to understand first that globalisation is a fact, so we have to be very careful with the display in order to create a tasteful display. The main keys to achieve this are to focus on truth and credibility, the rest is left to creativity.

5. How to divide the space in the store to reach the best effect?

A: To divide the space the best thing is to have the fewer hard walls possible. Open spaces will generate a more

flexible and dynamic space, that will allow all the elements to interact and disappear as needed.

6. What kind of added value does the design of the experience store bring for the products?

A: The design of the experience store is definitely the wrapper of the product. The correct atmosphere will generate the perfect ambiance, hence the product will catch the eye better. Sometimes just a spot of light on top of the product will make it stand out from the rest when the interior design is based on the experience.

7. What's your design technique (like style, material, proportion and so on) to make the display part stand out?

A: My design technique is to balance all the elements in order to achieve the results that the store needs. Even though the main target of the store is to sell products, it is very important that the displays do not take over its personality. In my experience you have three main levels: the client, the product and the store, and the three have to be taken into consideration to obtain a correct result.



奥雷里奥·瓦斯科·杜兰
DIN室内设计公司

1.您怎样理解体验店的概念？

这个概念的主旨是要改变传统的家具店，使其成为一个能让顾客通过店内布局和设置感受到真正的体验氛围的空间。逛这种商店不仅仅是单纯的购物之旅，客人们还将会享受这种在店内自在随意的游走，观赏到许多不同的精心设计的、就仿佛他们家中的某部分的场景，例如：餐厅、起居室、卧室等等，最后在舒适的体验中挑选自己喜欢的一套或者一两件商品。

店内空间里面没有固定走廊，这样顾客们可以在整个室内随意的闲逛，通过展示出来的不同产品来注意到格局的变换。人工光源和自然光线的融合会为各个区域增添独特的氛围。天花板采用金属结构，这样悬挂在上方的装饰元素可以更好的突出展品，并且可以很方便的根据不同的季节或者特殊的目的进行变换。

2.您认为体验店设计的最重要的元素是什么？

设计一家体验店最重要的一点是要忘记你是在销售商品，而是要更关注客人们的体验感受，明确客人们会怎样享受和体验它。

3.怎样营造体验店内的空间氛围？

体验店的氛围必须是温馨居家、秀色可餐并且让人充满想象与渴望的，这个空间会不断变化，给客人以引导和惊喜。这样的空间会让客人常常想要光顾，因为他觉得在店里很舒服很放松，而且最重要的是他知道他对室内设计的需求会在这里得到很好的满足。

4.怎样展示商品的文化元素？

当我们谈到文化元素这个话题时我们必须了解全球化现象这一事实。所以我们必须小心确保文化元素展示的目的是营造一个有品位的空间。要达到这一点的关键是着眼于事实和现状，其余的就留给创造力的发挥。

5.怎样划分空间来达到最好的效果？

划分空间最好的就是使用尽可能少的墙。一个开放的空间会创造出更灵活更有活力的氛围，有利于人们根据需求对各个元素进行融合和分离。

6.体验店的设计会给商品带来什么附加价值？

体验店的设计绝对是商品最好的宣传。正确的体验店设计会创造出适合商品的完美的氛围，因此商品也会更加吸引顾客的眼球。如果室内设计是着眼于体验的话，那么有时候商品上方的一束灯光就会使商品凸显于其他的周围环境。

7.您突出展示部分的设计手法是什么（例如设计风格，使用材料，空间比例等等）？

我的设计手法是平衡所有的设计元素以达到商店所需的最佳效果。即使出售店内的商品是商店经营的主要目的，但是不要让展示的商品夺走了商店的个性和特点也是非常重要的。在我看来设计目标有三个层次：第一层是顾客，第二层是商品和店面，第三层最重要，就是要考虑达到正确并完美的效果。



Ilaria Marelli
Ilaria marelli studio

Each of my project, in interior, and in exhibit design, starts from a strong and clear idea, that unify the space and make it immersive for customers, a space where to experience emotions and beauty.

I feel I am a sort of "storyteller" through my design, and I see that people always understand a project if they perceive that there is a story behind that.

The experiencing centre in my opinion, is always a story displayed in a space that mixes elements and reminds previous experiences with something surprising, poetic and beautiful which makes people stay more, and usually share it with friends.

The starting point is always a mix of cultural influences, intuition, projection into the future, and a careful listening to people's desires.

This is an important point in my design...at the basic level I work to obtain a friendly experience for users: they must be guided to understand the path – the display of product, etc, but more than that I take care that users get fascinated by the general mood of the space.

I always add something "magic" in my interior design. It could be an unusual element of display (such as real trees, out of scale furniture, boat shells...). Plus I always give a special attention to light (very bright – or very dark – to change the mood of people coming from outside), and to a general welcoming atmosphere.

Usually I try to surprise the customer directly at the entrance, so that he feels entering in something different. The door is the gateway, and then I add some touch of "magic" as

heart to discover in every centre of different displays...If there are more brands, each one will have its own peculiar "emotional display"; the same if the space is divided into different categories or themes, each one must have its own personality.

Then the specific details are to be defined according to the identity of the space and its purpose (selling, educational...), and also with the director of the space, since I have a lot of respect for their knowledge in everyday use of my design and their strategy to display products in a better way.



伊拉莉亚·马瑞莉
伊拉莉亚·马瑞莉设计事务所

我设计的每一个项目，无论是室内项目还是展览类项目，都是从一个强烈而又清晰的思路开始的，即融合并统一空间中的元素，使顾客沉醉其中，让其成为一个能感受到情感与美感的空间。

在设计的过程中，相对于设计师的身份来说，我感觉我更像是一个故事讲述者，而且我发现人们在感受到设计的背后存在着一个故事的时候，总是能很好的理解这个设计项目。

在我看来，体验店就像是在空间里展示着的一个美丽的故事，它融合了许多元素，用令人惊喜的、诗情画意的和美丽优雅的东西唤起人们珍贵的回忆，让人们在店内流连忘返，并且愿意与朋友分享这一切。

设计的起点是把文化影响、感官直觉和未来构想糅杂在一起，并且要用心倾听人们的需求与渴望。

这些都是我在设计中注重的观点。在基本的层面上我是要为顾客营造一个温馨美好的体验感受：他们会被引领着找到路线，领会商品展示的内涵等等，但我更注重的是顾客要被空间中散发出来的整体气氛所吸引、所倾倒。

我在室内设计中总会添加一些“魔法”在里面，它可以是在展示中不同寻常的元素（例如真实的树木，不合比例的家具，船的外壳等等）。此外，我还特别注重灯光的使用（明亮—黑暗，可以改变进入店铺中的客人的心情），并且灯光还可以营造很好的欢迎客人的氛围。

通常，我会在店铺的入口处就给顾客设置一些惊喜，这样他们会觉得自己来到了一个不同寻常的地方，通道就是大门，我在每个不同展示区的中心都添加了一些小“魔法”让顾客自己去发现……如果店内有许多品牌的商品，那么每个品牌都会有自己独特的“情感展示”，同一空间被分隔成不同的门类 and 主题的时候也是同样如此，每一个部分都要有自己特有的个性。

除此之外，店内特殊细节的设计要根据空间的特点和它的目的性来界定（如销售、教育等等），而且一定要和店铺的主人进行良好的沟通，因为我对店主在怎样利用我的设计和他们怎样更好的来展示自己的商品的经验和技巧一直怀有深深的尊敬。



LABscape

Tecla Tangorra & Robert Ivanov + Cecilia Bernasconi de Luca

1. How do you understand the concept of the Experience Store?

It is to put the customer in an unusual ambiance, to create experience in an unusual place, to find the right product, to create an experience in the act of purchase, not only an aesthetical space, or innovative, but also create a range of services that complete the promenade.

2. What do you think is the most important for an experience store?

Curiosity - Create a place where the product and the space are merging together, adding technology

and interaction with the customer. The experience is an act that calls for the five senses and memory. If in a shop you have at least two senses stimulated, then it has partly succeeded in creating experience.

3. How to design the atmosphere of an experience store?

There isn't a universal receipt. But we very often see how organised system in nature works then we try to recreate it for the project incorporating the programme and all the constrains. In the first process of the design it will be the concept to find in correlation with the services. The second process is to

adapt the concept to the functions and purposes.

4. What kind of added value does the design of the experience store bring for the products?

The product is no longer shown as a stand-alone object but is taking part of the overall scenography, which creates the complete experience.

When the product and the space are completely working together it's making a new way to see the product, because the product is taking all of his meaning inside the space. The values of the product are completely



linked with the experience that the customer has while is in the store. It makes the client closer to the situation of choosing the right product for him.

LAB scape 建筑事务所

特卡拉·唐戈拉 & 罗伯特·伊万诺夫 + 塞西莉亚·贝纳斯科尼·卢卡

1.您怎样理解体验店这一概念？

我认为，体验店能让顾客置身于一个与众不同的环境，在这个与众不同的地方形成一种经历，它会引导顾客寻找到正确的合适的产品，并使他们在商品交易中得到一种愉悦的体验。体验店设计不仅仅是注重空间的美感和创新，还要设计出一系列的细致服务来完善这个自由的空间。

2.您认为体验店设计的最重要的元素是什么？

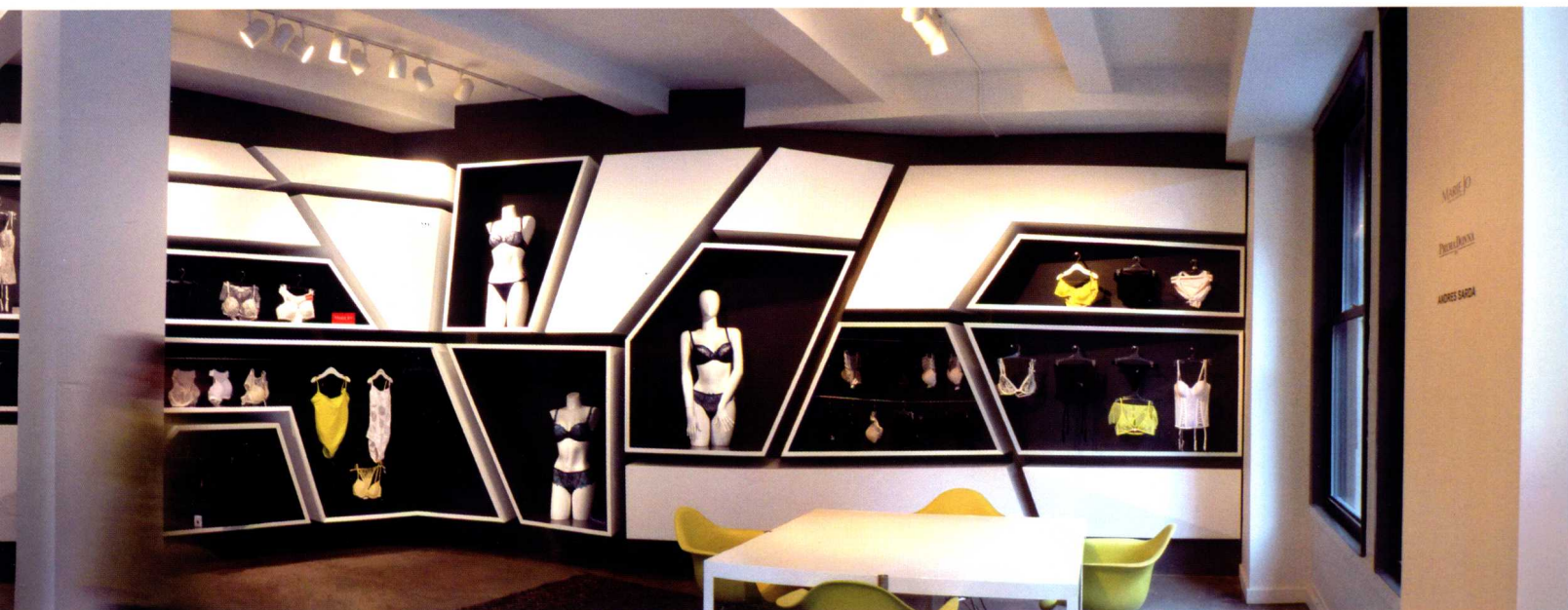
新奇——创造一个商品与空间能够很好融合在一起的地点，添加科技元素，并与顾客形成互动。体验是一种能够唤起人们五种感官和形成回忆的一种活动，如果你在一家商店里被唤起了至少两种感官的共鸣并且创造了一种印象，那么可以说这家店已经在创造体验性空间中获得了成功。

3.怎样营造体验店的氛围？

人与人的品位、喜好各不相同。我们经常看到有机系统在大自然中是怎样运作的，那么，我们也可以试着融合计划和限制为项目重现一个有机体系。设计的第一步是要考虑到与服务相关的方方面面。第二步是注意着眼店内功能性与目的性的设计构想。

4. 体验店的设计会给商品带来什么附加价值？

体验店内的商品将不再只是单独展出的一个个体，而是已经与周围环境融为一体，共同创造出一个给顾客舒适体验的空间。当商品与店内空间完美地融合在一起时，人们会用全新的方式去审视这些商品，因为商品本身就在诉说着空间的内在含义。商品的价值完全与顾客在店内停留时感受到的美好体验联系在一起。这样更有利于顾客亲身体会并挑选到真正适合自己的产品。





Calle Veinte

二十街装饰店

Location:
Mexico City, Mexico

Designer:
DCPP Arquitectos

Photographer:
Onnis Luque

Completion date:
2009

项目地点：
墨西哥 墨西哥城

设计师：
DCPP建筑事务所

摄影师：
奥尼斯·卢克

完成时间：
2009

Calle Veinte is a decoration store situated in a shopping centre on the first floor facing the street. The project is located in high vehicular traffic street and responds to it as an urban sideboard. The ground floor works as this great sideboard to the exterior, at eye's elevation and at the vehicle's speed you can appreciate the ceiling and that is why it's one of the subjects that the project pretends to emphasise. The ceiling is made of wooden beams in repetition which give the space a sense of depth and height as well as break its horizontality and provide a certain rhythm.

The sense of cleanliness in the inside, allows the furniture and fabrics to give the space colour and life, making evident only the structure, which contrasts with the white colour of the walls. The furniture and fabrics can naturally be the decoration; thus no extra complicated decorations are needed. The goods can be highlighted.

The materials were used in their natural condition, the marble on the floor, the natural wood on the ceiling and the transparent glass on the walls, leaving all the prominence to the furniture. In this sense, nature and human are combined together perfectly.

二十街装饰店位于一个购物中心二楼临街的一侧，楼下车水马龙，十分繁华。一楼宛如一个都市看板，可以看到室外的风景，而天花板也是项目的设计重点之一。天花板由一系列的木条组成，增添了空间的深度和高度，打破了水平设计，也形成了一种韵律感。

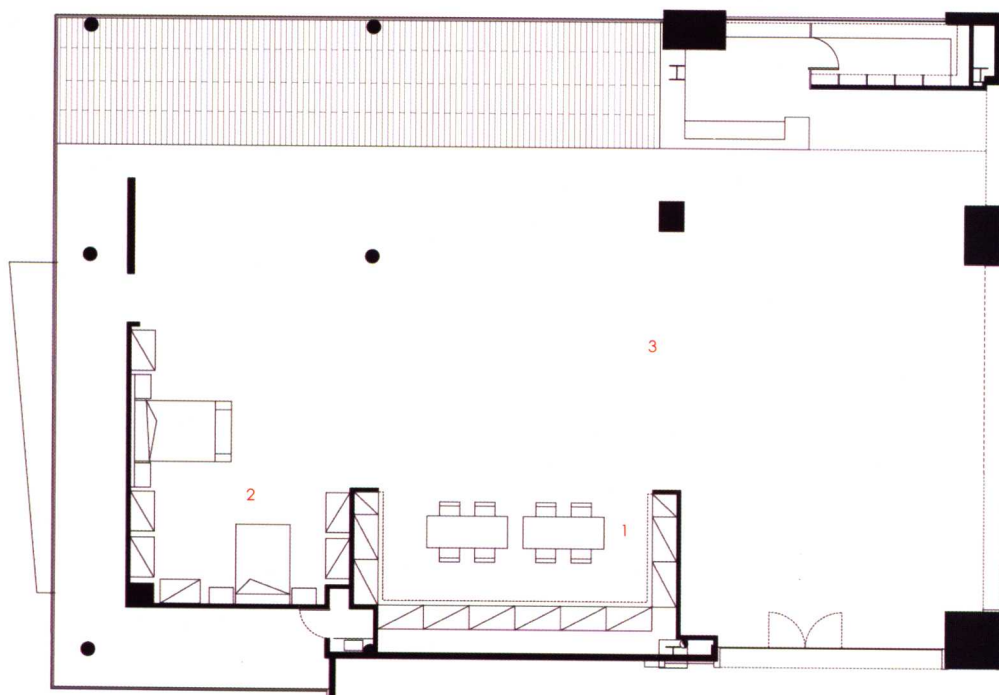
室内空间的简洁感让家具和织物焕发出色彩和活力，与白色的墙壁形成了鲜明的对比。家具和织物本身就是一种装饰，因此，空间里并不需要更多复杂的装饰，商品被很好地突出了。

设计的材料全部采用自然形态，如地面的大理石、天花板的实木、墙壁上的透明玻璃。这些材料都为家具让步，凸显家具的品质和特点。这样一来，自然和人性完美地结合在一起。



1. A concise and clean interior plan
2. The busy traffic outside seen through the windows makes a contrast with the quiet interior atmosphere
3. Decorations of retro style
4. Taking the white wall as a backdrop, the fabrics look more colourful
5. The open space provides customers with more comfortable shopping experience
6. The ceiling and floor are made of natural wood and stone

- 1.简洁干练的室内布局
- 2.透过玻璃窗可以看到外面的车水马龙，与室内的静谧形成对比
- 3.复古风格的家饰
- 4.白墙映衬下的织物显得更加五彩缤纷
- 5.宽敞的空间让顾客有更舒适的购物体验
- 6.天花板和地板都采用天然木材和石材



- | | |
|--------------------|--------|
| 1. Salon | 1. 沙龙 |
| 2. Cashier desk | 2. 收银台 |
| 3. Exhibition area | 3. 展示区 |

