

设计

店

Cafe
Cappuccino

SHOP

DESIGN

中国建材工业出版社
China Building Materials Industry Press

贝思出版有限公司
Pace Publishing Limited

教

设计店

S

hop

D

esign



中国建材工业出版社
China Building Materials Industry Press



贝思出版有限公司 (香港)
Pace Publishing Limited

设计店

出版发行：

中国建材工业出版社

(北京海淀区三里河路 11 号 邮编：100831 电话：(010) 6834 3948)

贝思出版有限公司

(香港柴湾嘉业街 18 号明报工业中心 B 座 607-8 室 电话：(852) 2897 1688)

各地新华书店经售

广州金羊彩印有限公司印刷

开本：850 × 1168 毫米 1/16 印张：17 字数：33 千字

1996 年 7 月 第 1 版第 1 次印刷

印数：1-3000 册

ISBN 7-80090-447-4/TU · 10

定价：190 元

版权所有，不得翻印

Shop Design

Published by

China Building Materials Industry Press

11 SanLihelu Haidian District Beijing 100831

Tel:(010)6834 3948

Pace Publishing Limited

Rm 607-8.6/F, Ming Pao Ind.Centre,18 Ka Yip St. Chaiwan ,Hong Kong

Tel:(852)2897 1688

Wholesale by Xin Hua Book Store

Printed by Golden Sheep (Guang Zhou) Printing Co.Ltd.

Size: 850x1168mm 1/16 Printed Sheet: 17 Wordings: 33000

First printed in July 1996, The PRC

Copies printed:1-3000 copies

ISBN 7-80090-447-4/TU · 10 Price:RMB 190

All rights reserved. No part of this book may be reproduced without prior permission in writing from the publisher.

编辑委员会主任委员：王守敏 周凡英 林达生 编辑委员会副主任委员：廖淑勤 黄洁仪

主编：韩翠瀛 英文编辑：戴芸 责任编辑：晓寒 版式设计：梁佩琼

Chief Executives of Editorial Board: Wang Shou Min, Zhou Fan Ying, Lin Da Sheng

Deputy Executives of Editorial Board: Liao Shu Qin, Huang Jie Yi Chief Editor: Han Cui Ying

English Editor: Raka Dewan Responsible Editor: Xiao Han Publication Design: Liang Pei Qiong

C O N T E N T S

Chapter One

第

一

章

商店 / 百货公司

SHOP AND STORE

法国儿童服装及家具店

2

It's French Children's Wear & Furniture

华纳片场精品店

10

Warner Bros. Studio Store

Novel 鞋店

18

Novel Shoe Shop

莱法耶发质养顾研究中心

26

Le Palais Hair Care Institute

奇华饼家

32

Kee Wah Bakeries

The Metropolitan Museum of Art 精品店

36

The Metropolitan Museum of Art

英皇钻金店

40

Diagold Shop

先施百货公司

44

Signature Department Store

The Peninsula Boutique 商店

48

The Peninsula Boutique

Coppola & Parodi 商店

52

Coppola & Parodi

连卡佛百货公司

54

Lane Crawford

Le Saunda 鞋店

56

Le Saunda

Pink Box 珠宝店

58

Pink Box Shop

银城商场

60

Ngan Shing Commercial Centre

Chapter A 花铺

62

Chapter A Floristry

Chapter Two

第

时装店

二

BOUTIQUE

章

Celine 时装店

64

Celine Boutique

Martika 时装店

72

Martika Boutique

Cozzi 时装店

76

Cozzi Boutique

Armani Exchange 时装店

80

A/X Armani Exchange

Terra Rosalis 时装店

84

Terra Rosalis

Basic Gear 时装店

88

Basic Gear

Benny G 时装店

90

Benny G

TSE Cashmere 时装店

92

TSE Cashmere Shop

Fendi 时装店

94

Fendi Boutique

Durban 时装店

96

Durban Boutique

Chapter Three

第

中、日、越式餐厅

三

ASIAN RESTAURANT

章

春风得意 / 纽约会

98

Cuisine De Fortunate / New York Club

Zen Palate 餐馆

108

Zen Palate

四季厅

114

Four Seasons Restaurant

Samudra 海鲜酒家

120

Samudra Seafood Restaurant

富临鱼翅海鲜酒家

126

Forum Shark's Fin & Seafood Restaurant

德荣鱼翅酒家

132

Tak Wing Shark's Fin Restaurant

三郎

138

Saburo

农圃饭店

142

Farm House Restaurant

瑞麟面

146

Fortune Noodle

Indochine 越南餐馆

150

Indochine

八味料串烧

154

Hachimitori Japanese Restaurant

Chapter Four

第

西式餐厅

四

WESTERN RESTAURANT

章

The Pit Stop 酒吧

158

The Pit Stop

Cafe Cappuccino 咖啡馆

166

Cafe Cappuccino

城市绿洲

174

City Oasis

香港银行家会

182

The Hong Kong Bankers Club

马里奥意大利餐厅

190

Mario Italian Restaurant

Quo Quo 餐馆

196

Quo Quo Restaurant

Harley Davidson 咖啡馆

200

Harley Davidson Cafe

香港纷丽好莱坞

204

Planet Hollywood H.K.

Eccoqui 餐馆

208

Eccoqui

威诺斯龙虾扒房

212

King Lobster Restaurant

Tutto Meglio 餐馆

216

Tutto Meglio

La Cite 小酒馆

220

La Cite

Tutto Bene 餐馆

224

Tutto Bene

Wild Poppies 咖啡馆

228

Wild Poppies Cafe

Chapter Five

第

陈列室

五

SHOWROOM

章

设计 2000

230

Design 2000 Shop

名家 III

236

Designers' Gallery III

香港电信 CSL 陈列室

242

Hong Kong Telecom - CSL Shop

名家 I

246

Designers' Gallery I

励致陈列室

250

Logic Showroom

华通资讯科技演示中心

254

CCIC Information Tech Demo Centre

兆峰陶瓷陈列室

258

Siu Fung Showroom

华兴文仪有限公司—香港陈列室

260

Wah Hing Office System - Hong Kong Showroom

Stefanel 时装陈列室

262

Stefanel Asia Limited

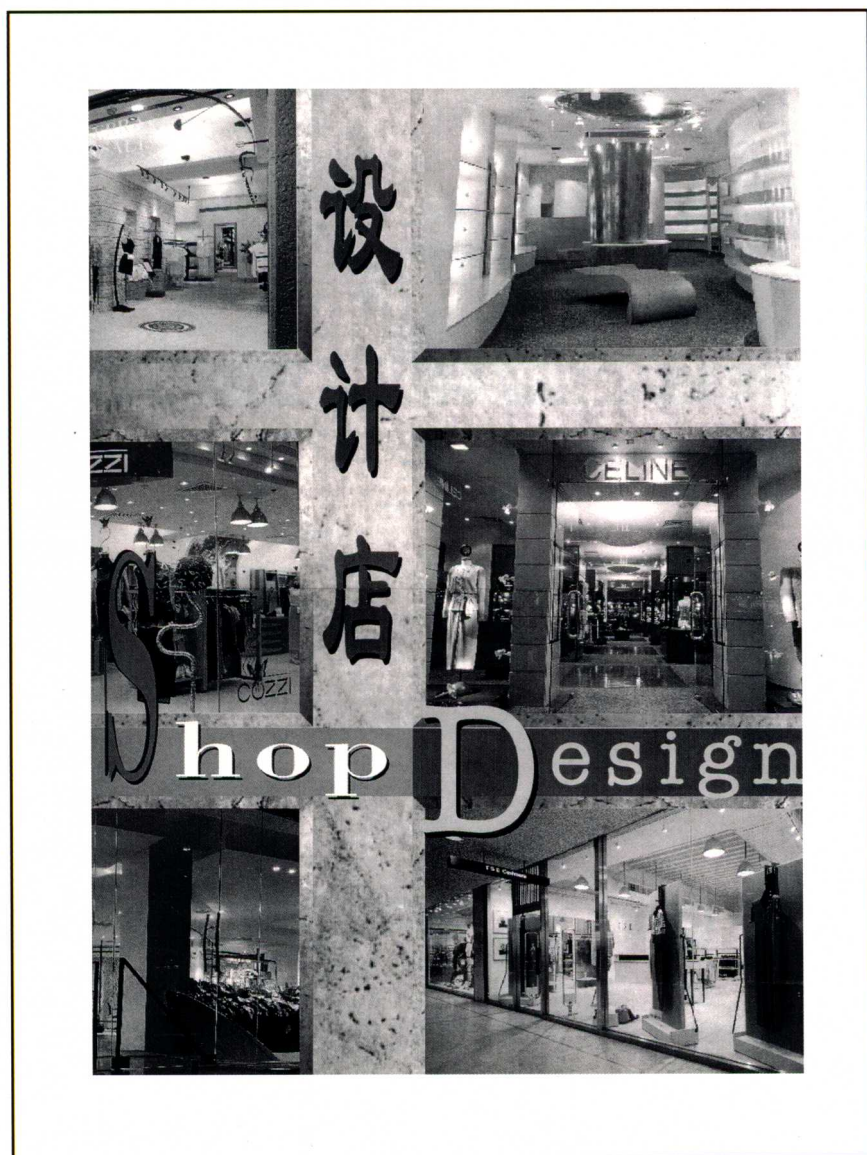
艺轩

264

The Museum Annex



I



2

法国儿童服装及家具店

商店的设计概念，是要在内部空间进行结构上的处理。百货商店以空间的位置突出其特色，并且节节相连：入口处的一个门廊，沿垫高的陈列台所设的柱廊，两侧设有平台的儿童服装售货台和饰窗，锯齿形的护墙板配上三角形陈列台等。设计强调了空间的变化，以地面高度和终饰的逐渐变更、墙壁饰面的颜色、质地、形状和所用材料的不同，反映出空间的改变。

为使商店的设计具有高度智慧和极大的灵活性，特将商店的陈列系统按照几种基本组件构成的组合作变化。上千种新颖的组合方式可以适应不断变化的要求。

时代广场外部的特点都搬进商店内，例如柱廊、窗户、露台椅子、展台、女儿墙、宽阔的台阶等等。

网格形的地面上布满彩色瓷砖、黄铜星饰和花卉形金属片，产生出一种陌生的途径等待人们去探索。

A new concept in mini-department store design is achieved with architectonic treatment of the interior space. Departments are defined through the location of space, and articulated with a porch at entrance, a colonnade along raised display platforms, children's wear patio flanked with terrace and false windows, and zigzag wall panels echoed with triangular display blocks etc. The transition of space is stressed through the gradual change of floor levels and finishes, wall panels in different colours, textures, forms & materials reflect the migration of space.

With high degree of flexibility and intelligence in shop planning, the shop display system was designed on a modular system with several basic elements. Numerous innovative combinations can accommodate constantly changing situations.

Images from the exterior of Times Square are incorporated into the store. These elements include a colonnade, windows, patio chairs, pavilion, parapet, wide steps leading into a courtyard.

Scattered colour tiles and brass star and floral plates on the grid floor create an unfamiliar path for customers to explore.

工程名称 法国儿童服装及家具店
地点 香港时代广场
面积 350平方米
完工日期 94.6.1
设计公司 雅德亚设计事务所
设计师 林志培, 林志光
其他顾问 ADI Graphic Studio

Name Of Project It's French Children's Wear
Location Times Square,
Hong Kong
Site Area 350 sq.m.
Date Completed 94.6.1
Design Firm Arterior Design International
Designer(s) In Charge Vic Lam, C.K. Lam
Other Consultants ADI Graphic Studio

It's French . . .



1

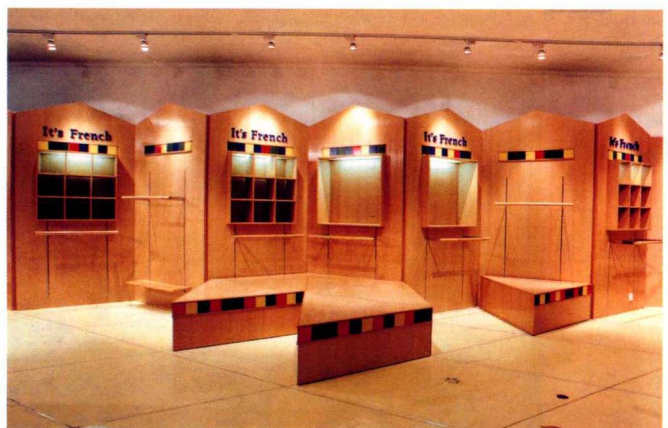
3



2



3



4



5



6



7



8



9

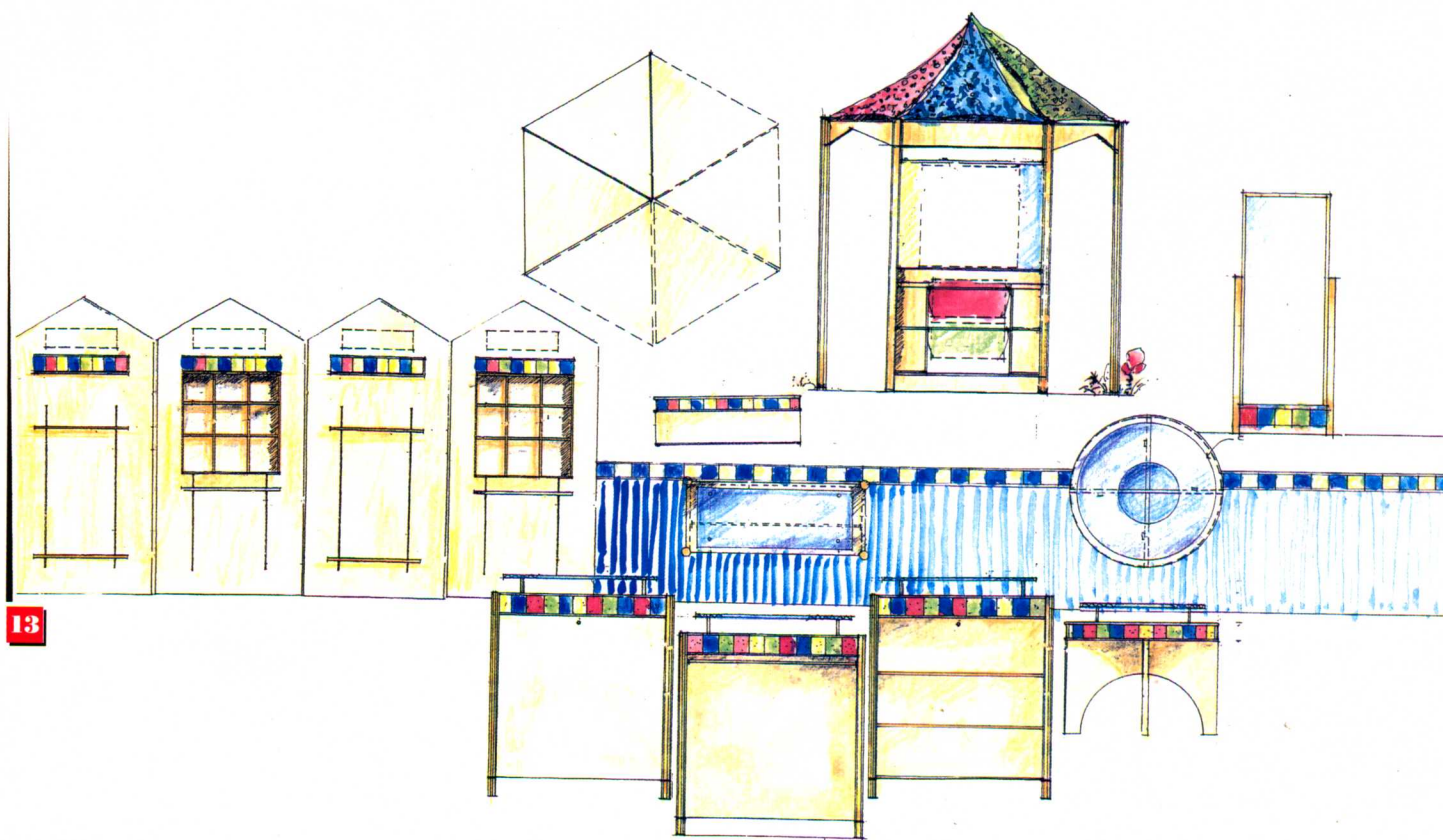
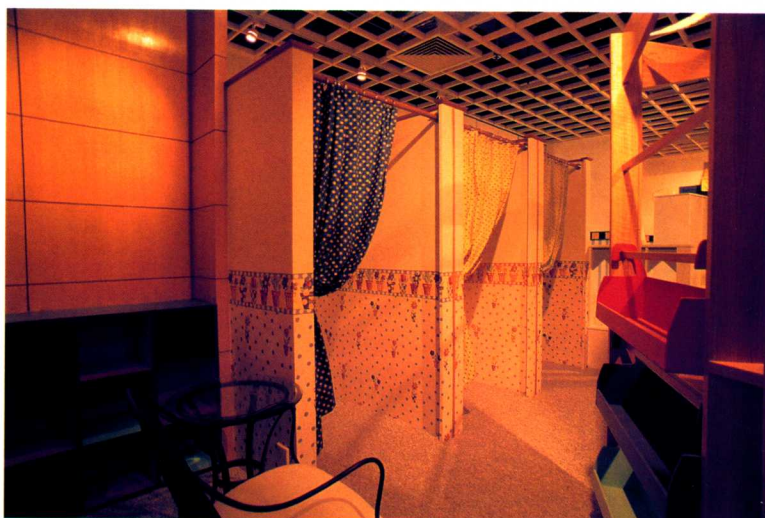
7



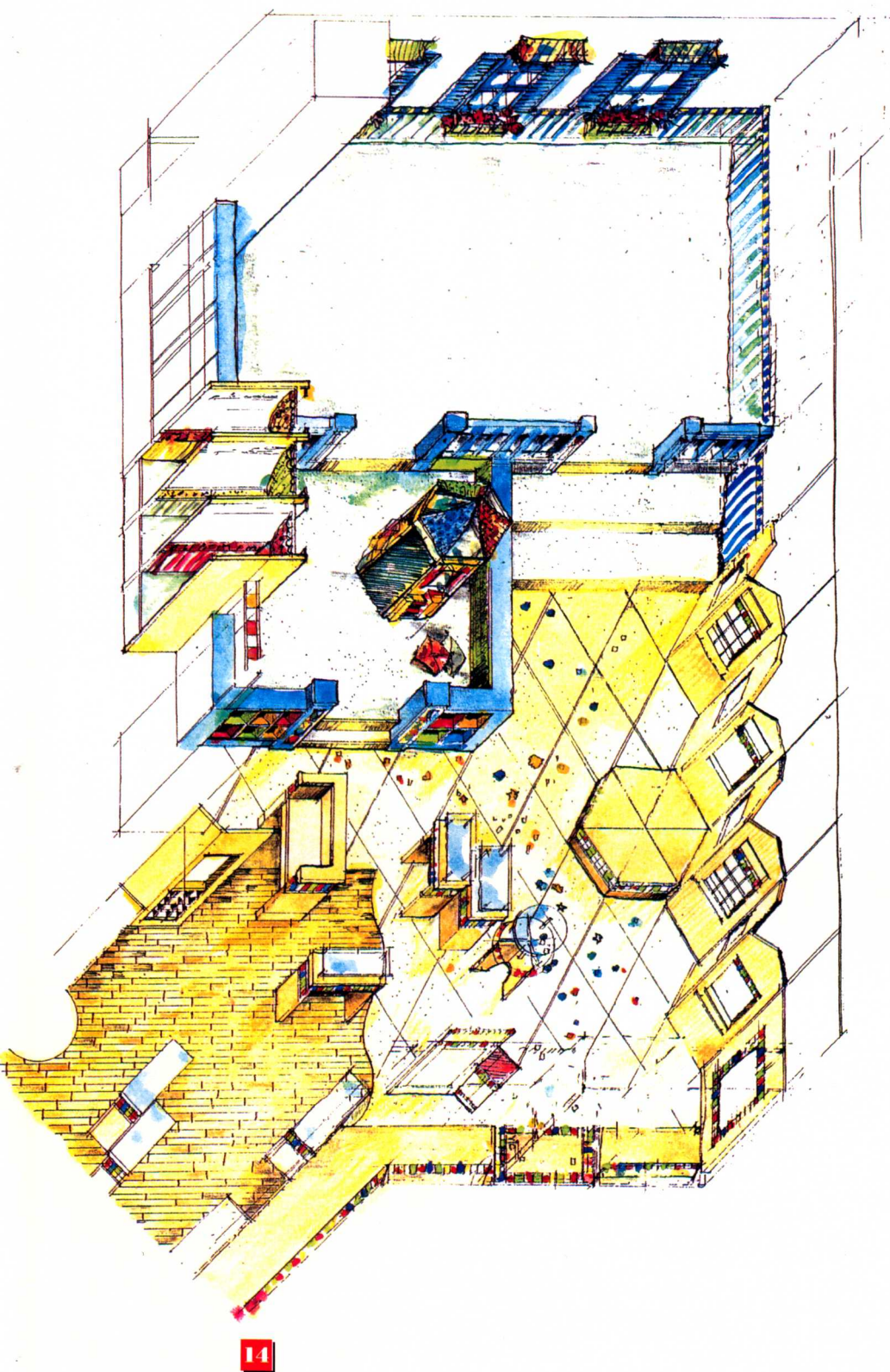
10



12



13



1 店面。用来陈列服装的平台同时有储物的功能。

Shop front. The raised platforms on which the mannequins stand serve as storage space.

2 从陈列服装区看整个商店。

View of the shop from the children's wear area.

3 订制的护墙板可作不同角度的摆放。

Custom-made display panels can be configured with a wide variety of combination.

4 前面的平台有多种组合方式，适合不同的销售计划或宣传活动使用。

The low display blocks provide different configurations, they also serve as a platform for special sale campaigns or promotional functions.

5 从另一角度看护墙板和平台。

Another view of the display system.

6 多色格子女儿墙充当空间分隔。

Multi-coloured latticed parapet delineates a section.

7 陈列服装区采用庭院式的布置，放置椅子营造舒适的氛围。

Children's wear displayed in a patio setting with chairs for a relaxed setting.

8 收银柜台一景。

View of the cashier counter.

9 陈列家具区采用蓝白色调为主色。

A colour palette of blue and white was chosen for the furniture area.

10 假窗制造出深度感。

False windows create an illusion of depth.

11 试衣室。右边是陈列书房的地区。

The fitting area with the study room display area at the right.

12 试衣室近景。

Close-up of the fitting area.

13 设计师笔下陈列室内的家具绘图。

Designer's drawing of the shop furniture.

14 陈列室的鸟瞰图。

Bird-eye view of the shop.

10

华纳片场精品店

在纽约城商店内最吸引人的是可以从店外看到的玻璃电梯。电梯下是模型超人强而有力地向上推的模样。商店的主题间或反映出美国文化。

香港分店的“娱乐和零售”之特色安排在一系列“商品陈列台”上，以戏剧性的照明柱和特殊效果塑造电影气氛。支承陈列商品的固定装置是用山毛榉木贴面板设计的，把灯光集中在陈列商品上，在黑色背景下显得非常突出。把天花板用漆涂成黑色，暴露出管道，但用强力路轨射灯照明，分散注意力。在底层，一个巨大的弧形收银柜旁有陈列小物品的狭长玻璃饰柜，在付购物款时吸引购物者在心理上产生进一步浏览的希望。收银柜正上面的圆形花格跌级镶板，在黑色天花板衬托下用桔黄色霓虹灯照亮，使该处显得更加精彩。

The biggest attraction within the New York City store has been the glass elevator, visible from the exterior, being powerfully pushed upwards by Superman. The store has theme highlights occasionally reflective of the country.

Hong Kong Studio Store's entertainment/retail environment is arranged in a series of "merchandize stages", with reference to a film-set situation with dramatic lighting props and special effects. Fixtures supporting the merchandise are purely designed with beech veneered panels accentuated with black backdrops, with lighting focused on the merchandise. The ceiling is painted out in black exposing the services which are distracted by powerful track lighting. On the ground level, a large curved central cashier counter has been detailed with slim horizontal display cases for smaller items, psychologically enticing the shopper into further browsing, while paying for their purchase. The counter is enhanced directly above by a stepped, circular coffer strikingly illuminated with orange against the black ceiling.

工程名称 华纳片场精品店
地点 1. 美国纽约市第5街
2. 香港九龙弥敦道74-78号
文逸大厦地下及一楼
客户名称 华纳片场精品店
设计公司 Dickson Interior Design Ltd.

Name Of Project Warner Bros. Studio Store
Location 1. 1 East 57th Street, New York, USA.
2. G/F & 1/F Manson House,
74-78 Nathan Rd., TST,
Kln, HK.

Name Of Client Warner Bros. Studio Store
Design Firm Dickson Interior Design Ltd.

Warner Bros. Studio Store

此为试读, 需要完整PDF请访问: www.ertongbook.com