安基国际传媒
ARCHITECTURE JOURNALISM
LINKS

SHOPS NOW
商业空间设计

[西] 卡尔斯·布拉托（Carles Broto）编著

中信出版社 CHINACITICPRESS

安基国际传媒
ARCHITECTURE
JOURNALISM

LINKS

SHOPS NOW
商业空间设计

[西] 卡尔斯·布拉托（Carles Broto）编著

TU 247
041

中信出版社
北京

图书在版编目（CIP）数据

商业空间设计 = Shops Now：英文 / （西）布拉托编著. -- 北京 ：中信出版社，2011.12
书名原文：Shops Now
ISBN 978-7-5086-3133-2

Ⅰ. 商… Ⅱ. 布… Ⅲ. 商业建筑－室内装饰设计－英文 Ⅳ. TU247

中国版本图书馆CIP数据核字（2011）第231068号

Shops Now
© Original edition published in 2011 by Linksbooks
Jonqueres, 10, 1-5, 08003 Barcelona, Spain
Tel.: +34-93-301-21-99
Fax.: +34-93-301-00-21
info@linksbooks.net
www.linksbooks.net

© Simplified Chinese edition first published in 2011 by China CITIC Press through arrangement of A&J International Design Media Limited

本书仅限中国大陆地区发行销售

商业空间设计

SHANGYE KONGJIAN SHEJI

编 著 者: ［西］卡尔斯·布拉托
策划推广: 中信出版社（China CITIC Press）
出版发行: 中信出版集团股份有限公司（北京市朝阳区惠新东街甲4号富盛大厦2座 邮编 100029）
（CITIC Publishing Group）
特约策划: 安基国际传媒（A&J International Design Media Limited）
地　　址: 辽宁省大连市沙河口区星海创意岛1号楼103-105 邮编 116023
电　　话: 0411-8437 6101
邮　　箱: info@archi-china.com
策划编辑: 刘　立（liuli@citicpub.com）
特约编辑: 张　群
责任编辑: 吕　晴
装帧设计: 邹　雷　牟宗媛
承 印 者: 上海瑞时印刷有限公司
开　　本: 982mm×1184mm 1/16　　**印　　张:** 19　　**字　　数:** 619千字
版　　次: 2011年12月第1版　　**印　　次:** 2011年12月第1次印刷
京权图字: 01-2011-7131
书　　号: ISBN 978-7-5086-3133-2/G·767
定　　价: 288.00元

版权所有 · 侵权必究
凡购本社图书，如有缺页、倒页、脱页，由发行公司负责退换

网　　站: http://www.publish.citic.com　　服务热线: 010-84849555
投稿邮箱: author@citicpub.com　　服务传真: 010-84849000

安基国际传媒
ARCHITECTURE JOURNALISM
LINKS

SHOPS NOW
商业空间设计

[西] 卡尔斯·布拉托（Carles Broto）编著

中信出版社
北京

INDEX

007 **Introduction**

008 **LEONG LEONG**
3.1 Phillip Lim

020 **Miralles Tagliabue EMBT**
Camper

032 **Puresang**
Hospital

042 **Estudio Mariscal**
H&M Barcelona

052 **Creneau International**
Base flagship store

062 **Ippolito Fleitz Group**
Conradt Optik

072 **Giorgio Borruso Design**
Zu+Elements

082 **studiometrico**
Bastard Store

092 **Square One**
Entrance

102 **Z-A / Guy Zucker**
Delicatessen

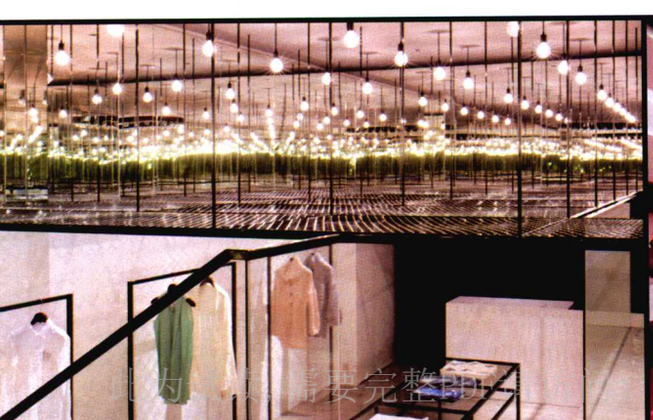
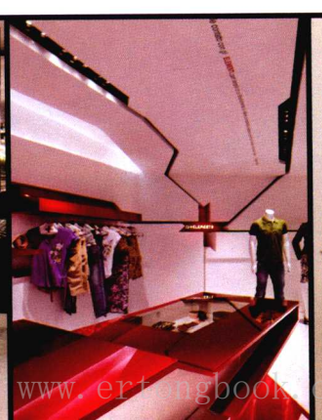
110 **Creneau International**
Helga Verlinden

120 **Dear design**
Lurdes Bergada, Syngman Cucala

130 **Matteo Thun**
Hugo Boss

140 **Torafu Architects**
Inhabitant Store

150 **Sinato**
Patrick Cox

www.ertongbook.com

158 **Squid Architecture Vienna_ Gundolf Leitner**
SOLO

168 **Autoban**
V2K Designers Nisantasi

178 **Creneau International**
V di Ventura

188 **Sybarite**
Stefanel New Concept

196 **Ilan Dei Studio**
A. Kinney Court

206 **Ippolito Fleitz Group**
Belfry Tashkent

212 **Guise**
Fifth Avenue Shoe Repair

218 **Universal Design Studio**
Franqueensense

224 **SUE Architekten**
dressroom

232 **Jamo associates**
3.1 Phillip Lim

242 **Koichi Futatsumata**
Double Oo '09

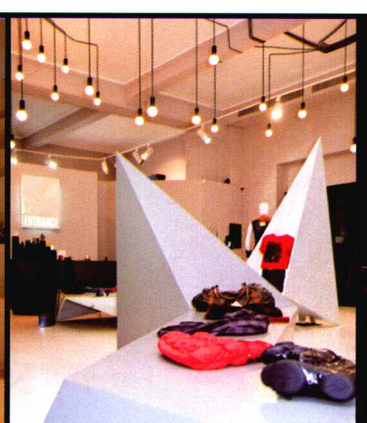
252 **Sinato**
Duras

260 **Tjep.**
VilaSofa

270 **Aigner Architecture**
Freudenhaus

280 **Matt Gibson**
Fame Agenda

288 **Slade Architecture**
Barbie Flagship Store



CAMPE

INTRODUCTION

When designing commercial spaces it is necessary to consider not just the types of activities that will be carried out in them, but also the different locations, functions and environments that they will require. All commercial premises, however, need a basic infrastructure that creates an efficient working environment and facilities that ensure excellent customer service. There have been considerable developments in the area of commercial spaces in recent years, mainly caused by the trend towards increasing numbers of shopping centers appearing in cities, following the influence of the American model.

The proliferation of these centers has gone hand in hand with developments in new ways of understanding commercial premises. These include changes in the way internal spatial divisions are conceived (they were far more schematic and conventional in the past), the systematic use of light and color as integral elements of the architecture, the use of prefabricated materials and the widespread tendency to use transparent spaces, with few visible separations.In order to provide a representative vision of the most innovative recent designs, we have tried as far as possible to show the great diversity of commercial spaces and their almost infinite decorative possibilities, as a kind of graphic guide to current and future trends in interior design for customer service spaces. We have also made a considerable effort to show not just the overall design of each project, but also the most significant construction details, which in some cases are an essential part of the character of the finished space. For this reason we have included all kinds of graphic material, such as photographs, plans, elevations and axonometric views and sketches, together with a description of the work as it was conceived by the architect.

LEONG LEONG

3.1 Phillip Lim

Photographs: **Iwan Baan, Leong Leong**

Location: **Cheongdam-Dong, Seoul, South Korea**

This project, located in Seoul's premiere fashion district Cheongdam-Dong, is a single store within 3.1 Phillip Lim's global roll-out campaign, which will include many international locations. Aware of the inevitable repetition that is necessary for such a commercial expansion, the designers thought of the typology of a flagship store as being characterized by the simultaneous need for sameness and difference. Typically, the consistent repetition of brand traits is necessary to reinforce an identity, while novelty can refresh the aura and desire for the brand. In this particular case the client, a relatively new fashion house, emphasized the need to establish a legible consistency in order to unify the different existing stores in New York, Los Angeles, and Tokyo.

The designers opted for organizational maneuvers that could respond to specific constraints encountered in different store locations and contexts. The Los Angeles flagship was used as a kind of base diagram to which a combination of additional features could be applied in order to exploit the constraints in the Seoul site.

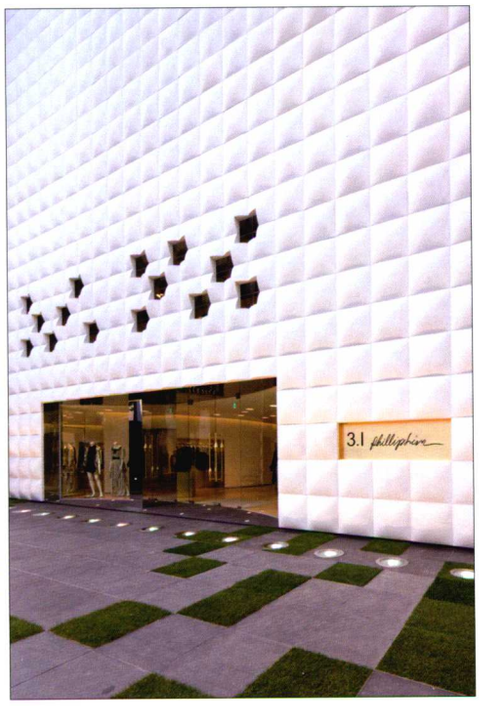
For example, the smaller footprint of the existing structure in Seoul is accommodated by literally cropping the continuous curving wall of the Los Angeles store into a smaller frame, creating four enclaves. The enclaves were stacked to fit within the two levels of retail space. Each enclave accommodates a different use: display, fitting rooms, storage, and stairs to the upper floor retail space. Since the existing space also had extremely low ceiling heights the designers extended two of the enclaves vertically to cut out double height spaces, one of which became the new staircase to the upper floor. The main entrance to the store is also a type of enclave, cropped and recessed from the façade with a continuous glass storefront.

The existing perimeter walls are lined in mirror, multiplying the cropped curving wall into a field of enclaves extending infinitely in the reflection of the mirror. While the Los Angeles store uses mirror to double the enclosed spaces between the curving wall and the existing wall, the Seoul store uses mirror to expand a continuous visual field of space in which the cropped enclaves float.

The 20 m (65 ft) high façade wraps the existing building with a supple gradient of convex concrete panels. The eight different panel types progressively flatten as they climb the façade, the supple texture of the façade fading into the city's often overcast, gray sky.

Architecture:
LEONG LEONG
Lead designers:
Dominic Leong, Chris Leong
Project team:
Christa Mohn, Scott Rominger, Cody Zalk, Debbie Chen
Structural engineer:
Barun Structure Engineering
General contractor:
Sung Ho-Yoon / Dadam S.D.
Wallpaper:
Wook Kim
Client:
3.1 Phillip Lim
Floor area:
543 sqm (5,850 sqft)

© Iwan Baan ▶



© Iwan Baan

© Iwan Baan

© Iwan Baan

© Iwan Baan

© Iwan Baan

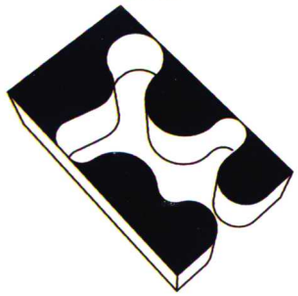
© Iwan Baan

The façade and interior walls are lined with evocative textures, a characteristic of Phillip Lim's design sensibility. The material liners create a narrative of atmospheres from one space to another, each offering an unexpected encounter with the clothing.

© Iwan Baan

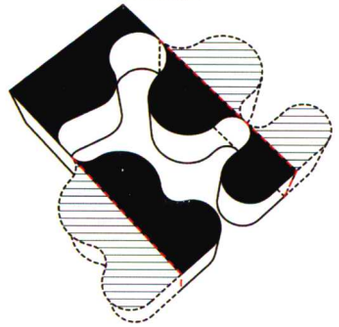
此为试读,需要完整PDF请访问: www.ertongbook.com

SPACE



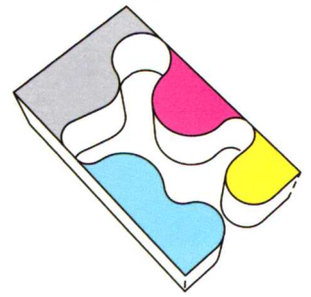
THE FIGURE IN A BOX

MIRROR



INKBLOT - FIGURE

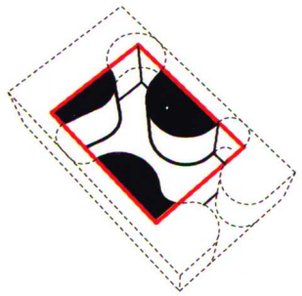
PROGRAM



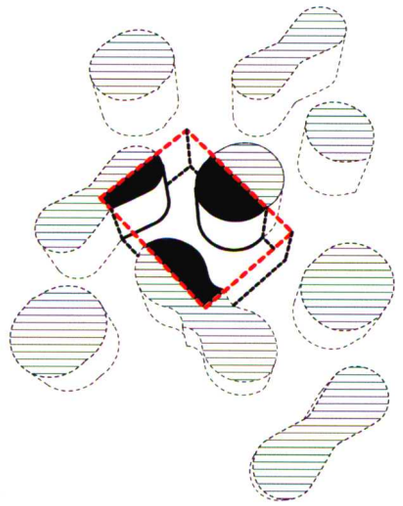
POCKETS

Los Angeles Flagship

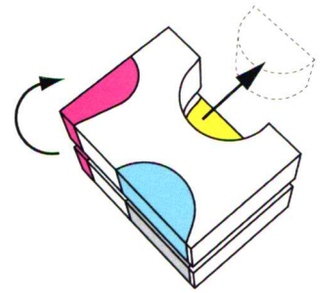
Seoul Flagship



THE CROP



INKBLOT - FIGURE



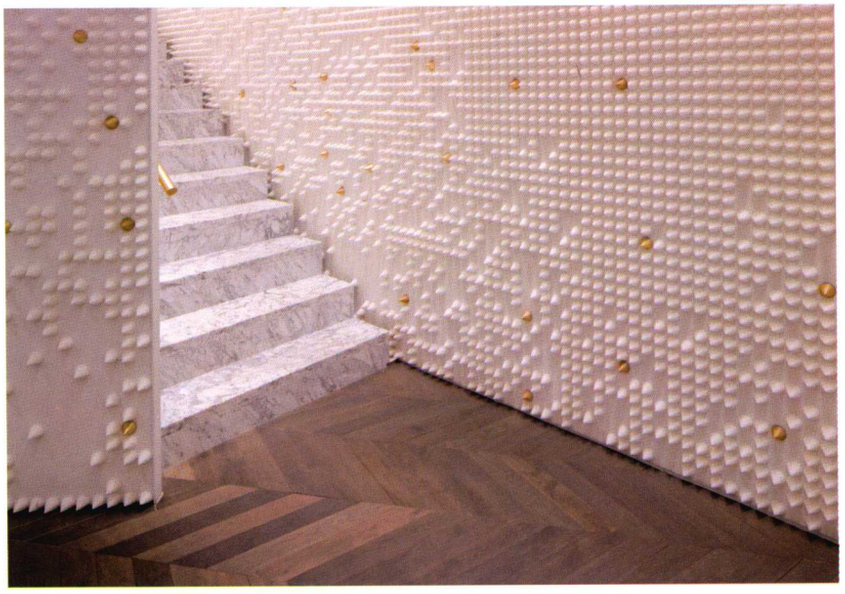
POCKETS - STACK AND CUT

© Iwan Baan

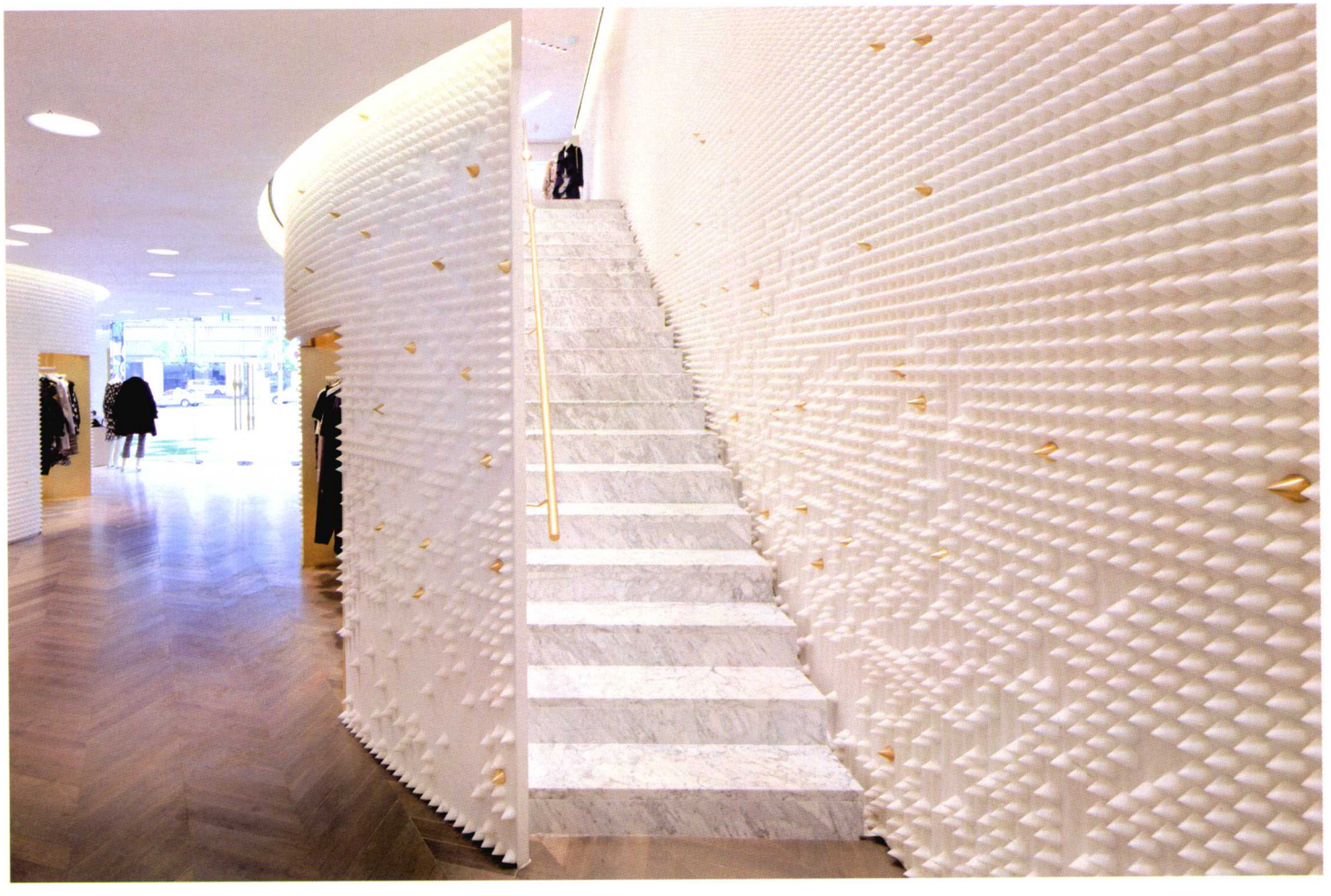
© Leong Leong

© Iwan Baan

The wallpaper is the result of an ongoing collaboration with artist Wook Kim. Phillip Lim expressed a strong desire to reference the local culture inspiring Wook to develop a pattern derived from ancient Korean ceramics.

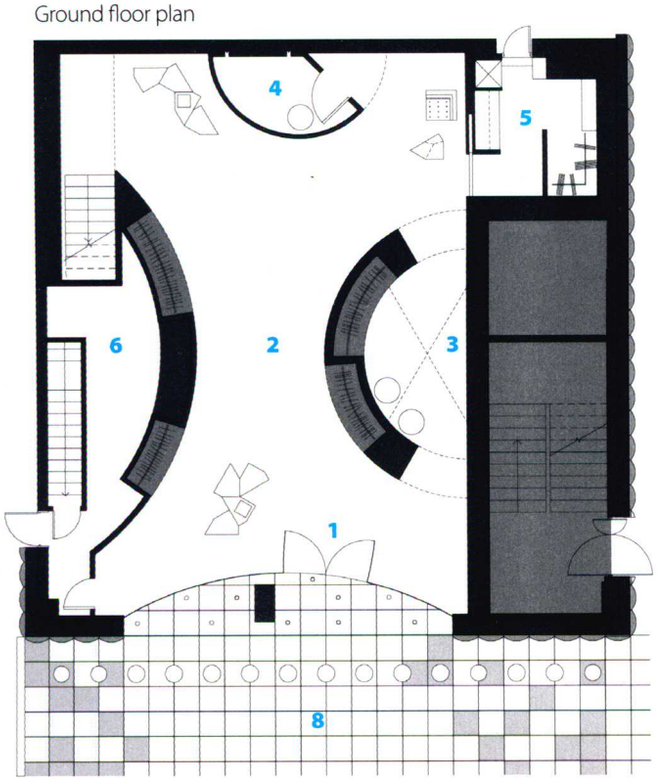


© Iwan Baan

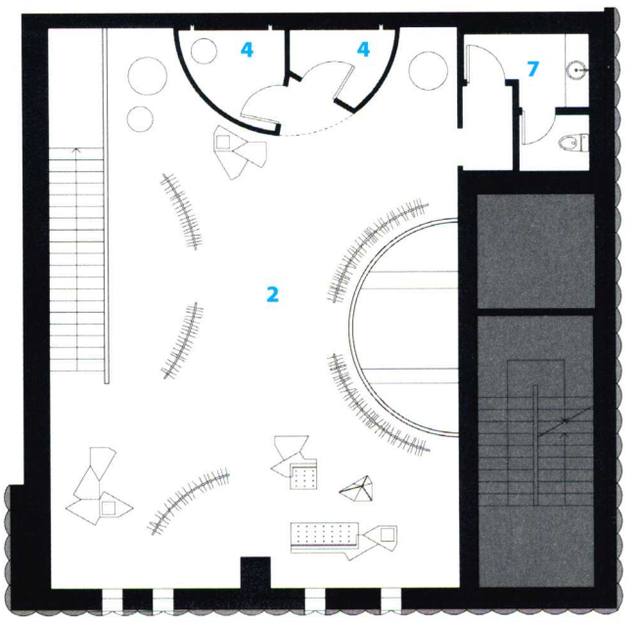


© Iwan Baan

Ground floor plan

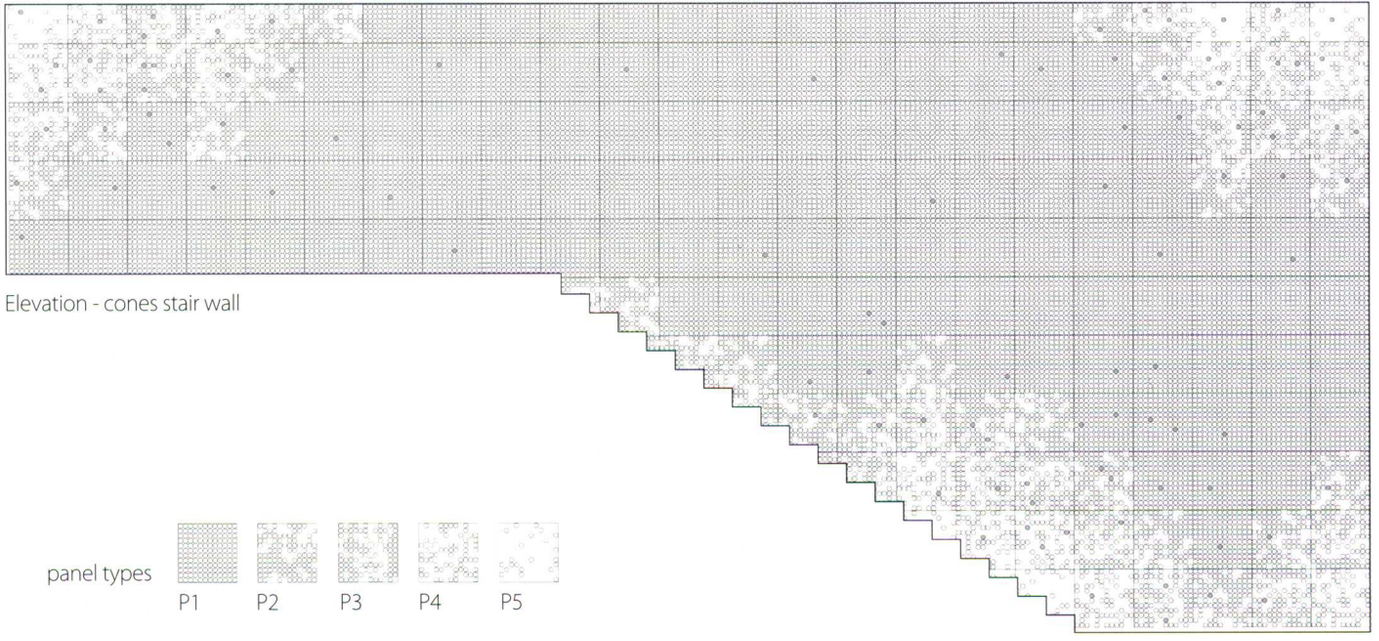


First floor plan



1. Entrance
2. Main retail
3. Retail
4. Changing room
5. Point of sale
6. Storage
7. Restroom
8. Courtyard

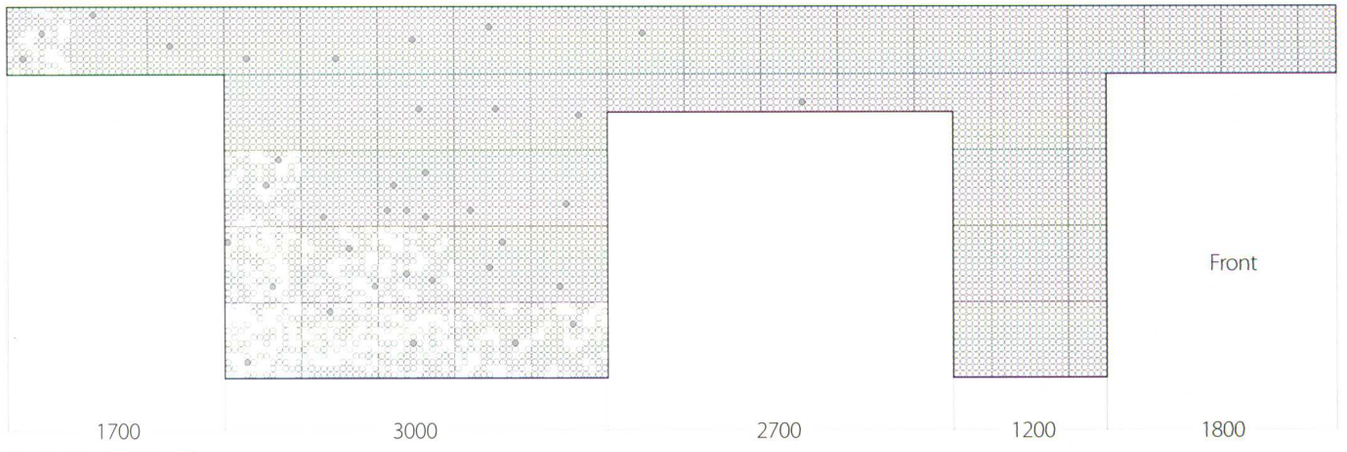
© Iwan Baan



Elevation - cones stair wall

panel types

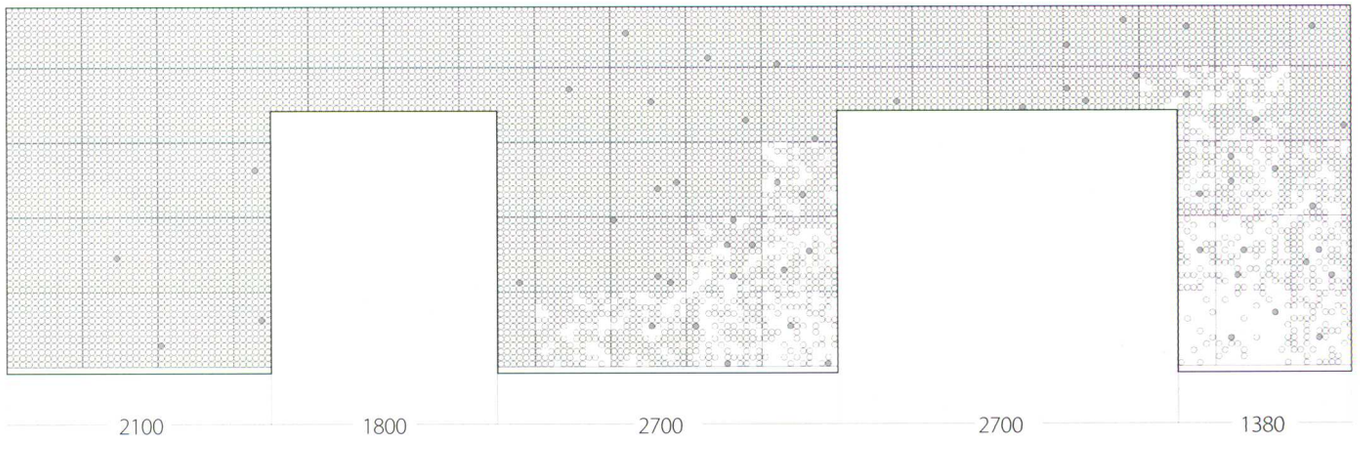
P1 P2 P3 P4 P5



Elevation - cones wall 1

panel types

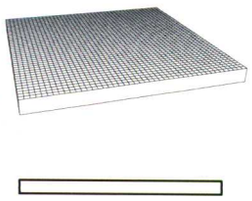
P1 P2 P3 P4 P5



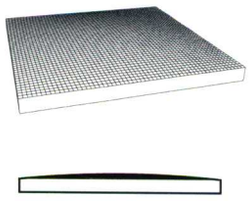
Elevation - cones wall 2

panel types

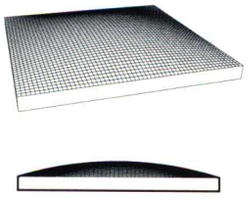
P1 P2 P3 P4 P5



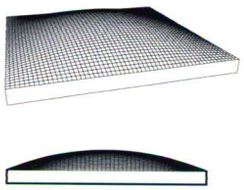
Panel 0



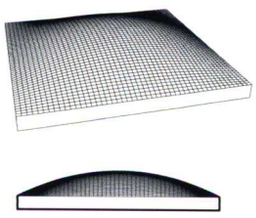
Panel 1



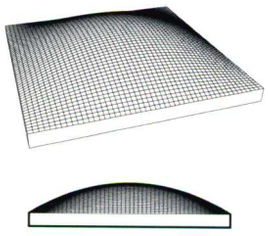
Panel 2



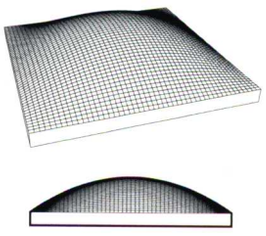
Panel 3



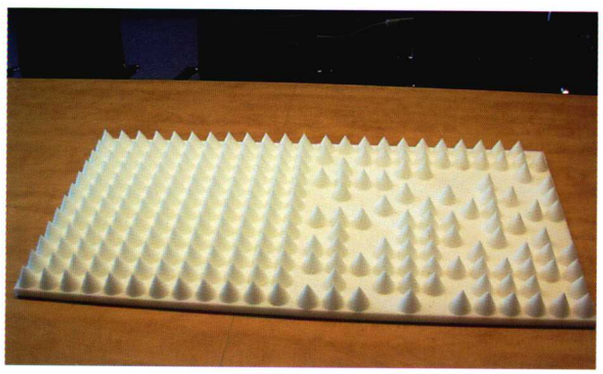
Panel 4

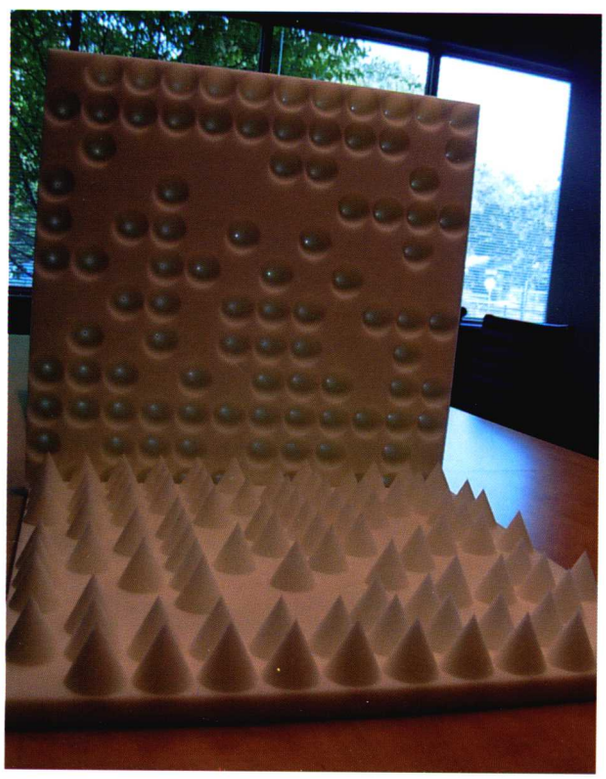


Panel 5



Panel 6





© Leong Leong

© Iwan Baan

The designers opted for organizational maneuvers that could respond to specific constraints encountered in different store locations and contexts.

© Iwan Baan

© Iwan Baan

此为试读,需要完整PDF请访问: www.ertongbook.com