



NEW TOP COMMERCIAL SPACE II

中国最新顶尖商业空间II

深圳市创扬文化传播有限公司 编

大连理工大学出版社

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Create Non-Daily Space

Nowadays, in the intense competition of business, in order to attract more customers, to make the shop more attractive, to set off the charm of goods, and to provide users with better space for activities, commercial space design has become an indispensable strategy by many merchants to promote their products. Therefore, to a designer how to create an attractive commercial space has become an unavoidable issue when he does commercial design. In my opinion, the main feature and charm of commercial design lie in its activity to create non-daily space. From the viewpoint of consumers, the idea of consumption appears perhaps due to the pursuit of good material life, perhaps due to the boredom of common life. However, it is actually not an easy thing to find a suitable item quickly and accurately in the vast sea of products. Precisely because of this, many merchants hope to attract more business opportunities by shop space which is a

"media" immediately stimulating consumer senses. In the shop space, the designers repackage the products through space, and the main component of "packaging material" is composed of design theme. The theme, just like a bridge, links the products with the corresponding end-users. Put it another way, if the design of commercial space is compared to a "theme park", it will create an area divided from the outside world, at the same time lead us to another space which is full of imagination. However, it is different from the theme park, where the theme of commercial space is neither to reproduce any street in the real world, nor to show the existing characters as prototypes in the new world, but it fully absorbs nutrients from daily life, and resets and re-edits them, so that the new space is endowed with different elements from daily life. Therefore, the design theme of commercial space is not borrowed from anywhere, but it is a new generation based on the daily life.

打造非日常空间

在商业竞争激烈的今天，为了能争取更多的客户源，为了使商铺更加有吸引力，并更能衬托出商品的魅力以及给用户提供更加良好的活动空间，商业空间设计成了许多商家运用在产品推销上的一个不可缺少的策略。因此，对于一名设计师来说，如何能打造一个具有吸引力的商业空间成了在做商业设计时一个不可避免的问题。

我认为商业设计的主要特色与魅力在于它打造非日常性空间的行为。从消费者的角度出发，也许是因为对良好物质生活的追求，也许是因为对平凡生活的厌倦，才会出现消费的念头。但是在浩瀚的产品海洋里能够快速准确地找到适合自己的物品其实并不是件容易的事情。也正因为如此，许多商家都希望利用商铺空间这样一种可立

即刺激消费者感观的“媒体”去吸引更多的商业机会。在这里，设计师通过空间将产品重新包装。而“包装材料”的主要成分由设计主题组成。在这里，主题就好比一座衔接产品与其相应终端用户的桥梁。换一种说法，如果把商业空间设计比做“主题公园”，那么它营造出一个被外界隔离的领域，同时引领人们进入另一个充满遐想的空间。然而与主题公园不同的是，商业空间的主题并不是重现现实世界中的某个街道，也不是把已有人物作为原型在新的世界里展开，而是从日常生活中充分吸取养分，并将其重新组合编辑，从而使新的空间里有着与日常生活不同的要素。因此，商业空间设计中的主题不是借来的，而是基于日常生活新产生出来的。



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The interior design has entered our lives, in a wide range of design industries, the interior design has become an integral part of daily life, and we can feel our own environment through the interior design. Nowadays, the interior design has received more and more attention, and has been accepted by citizens. It provides prospective pictures for the modern society, and integrates the commercial-elements and cultural characteristics. The burden on contemporary designers is hard to bear, and we are working hard to create better living and working environment for

people.

A large number of facts have proven that the design industry has become an element of international competition, and many advanced countries demonstrate their designers' creative genius to try to make themselves to be the international design center. Now I would like to work together with our designers, and with the pace of our economic development, we will develop our design quickly to the contemporary level of international standards.

室内设计已步入了我们的生活。在各式各样的设计行业中，室内设计已成为人们日常生活的组成部分。通过室内设计，我们可以感受到自己所处的环境。

现在室内设计这一行已越来越受到重视，并为人们所接受。它给现代社会提供美好的图景，将商业元素和文化特质融合在一起。当代设计人于肩负重任，大家都在努力为人类创造更美好的

生活和工作环境。

大量事实证明，设计这个行业已成为国际竞争的一个元素。许多先进国家均纷纷展示其设计师的创作天才，力图将自己变成国际设计中心。

在此，本人希望和大家一道共同努力，随着我国经济发展的步伐，迅速将我们的设计水平提高到当代国际水准。

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Yogo Juice in Jinmao, Shanghai

J.K. Salon

T.Y.M(International)Hair Salon

Bowling Gym

Fuzhou Dynamic Beauty Salon

Futu Bridal Shop

Gama Photography Gallery

YOYI Book

Iridescence oOO

List of Popular Jewelry

B&F Cosmetics Franchised Store in Zhongxin Square

Japanese WATABE (Shanghai) Wedding Studio

Pure Pearl Store

Croissants de France in Vanke Town

Mingcheng Tea Supermarket

Dongpeng Sanitary Appliance

Shandong Jinluo Group

Yogo Juice上海金茂店

J.K. Salon

T.Y.M(国际)发型

保龄球馆

福州动感形象沙龙

富图婚纱店

伽玛影研

深圳友谊书城

虹色oOO

珠宝流行榜

中信广场爱敬化妆品专卖店

日本华德培(上海)婚庆工作室

千足珍珠示范店

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Gallery More

Gallery More



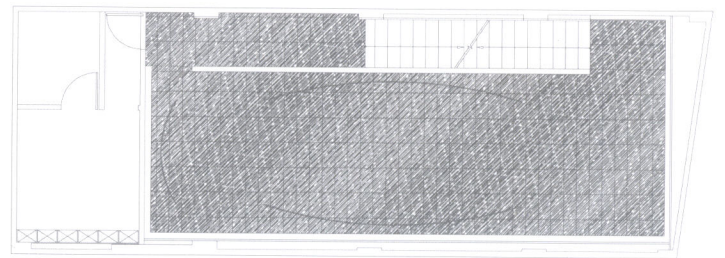
地点/中国台北 面积/270平方米 设计师/沈志忠
设计单位/建构线设计有限公司
主要材料/不锈钢毛丝面、黑板岩、黑色烤漆玻璃、钢丝线、柚木、玻璃、塑铝板、黑色大理石

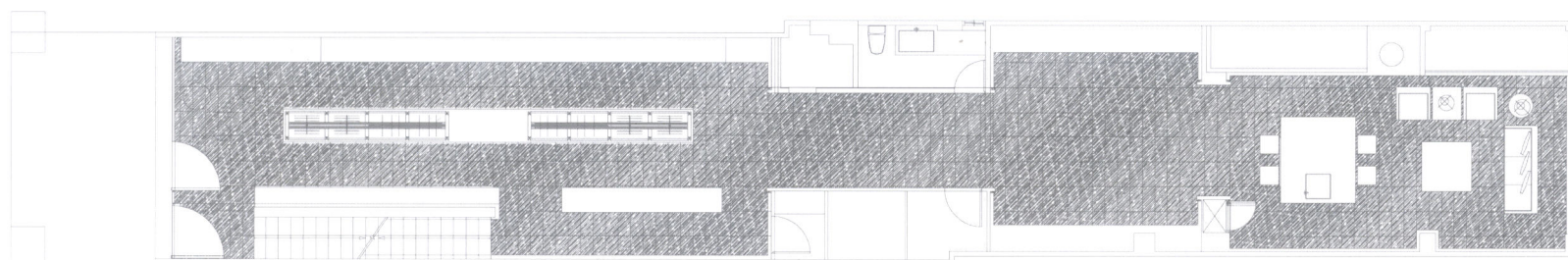
This project provides us another alternative of space experience in a clothing shop; this concept introduces experience of visiting a gallery into the design of a clothing shop, treats the clothes as works of art, and brings the experience of visiting, admiring and enjoying in the gallery into this space. The most important element is to design a wall with more than ten thousand steel cables, at the same time, these cables are used to support those iron frameworks. The cables

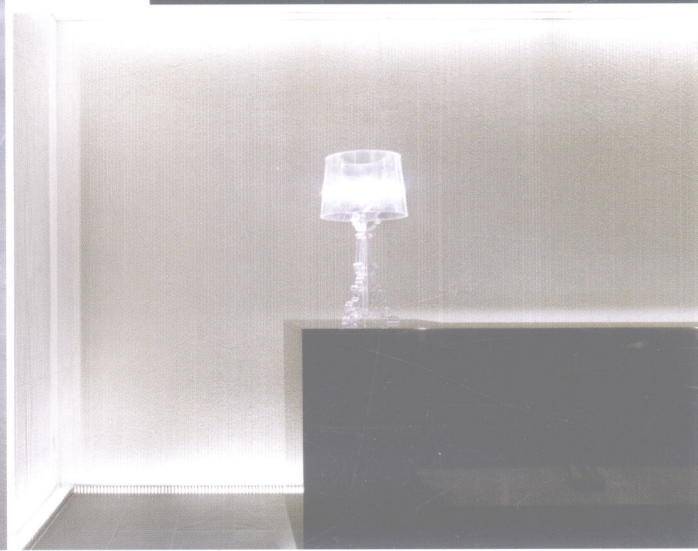
represent the most basic material of clothes—braided wire, so the cables reflect the raw material of clothes. The clothes are displayed in the framework, like priceless paintings, and the deliberately-designed distance is used to show the high quality and workmanship of the clothes. The cables, the iron-gray mirror behind the glass, walls, open space and exquisite lighting are integrated to create a fashionable space with different feeling, like an art gallery.

















本案提供了一种另类逛服饰店的空间经验，这个概念是把逛美术馆的经验带进服饰店的设计之内，将服饰当做艺术品来看待，将在美术馆观看与欣赏、感受的经验行为带进空间。在本案中最主要的一个元素就是用超过一万条的钢索去转换成墙面，这些钢索也同时用以支撑那些铁质的框架，钢索代表的是衣服最基本的材料——织线，所以，借着钢索反映衣服的原料。衣服被框在框架里，像无价的画作，藉由被刻意拉开的距离，去呈现服装的高质量与工法。钢索、玻璃后面的铁灰的镜面、墙面、开放的空间、精致的灯光，整合起来创造出一个像艺廊似的，拥有不一样感受的时尚空间。



