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# 慕門而來

FACE OF SHOP 商业门面设计

III

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华中科技大学出版社

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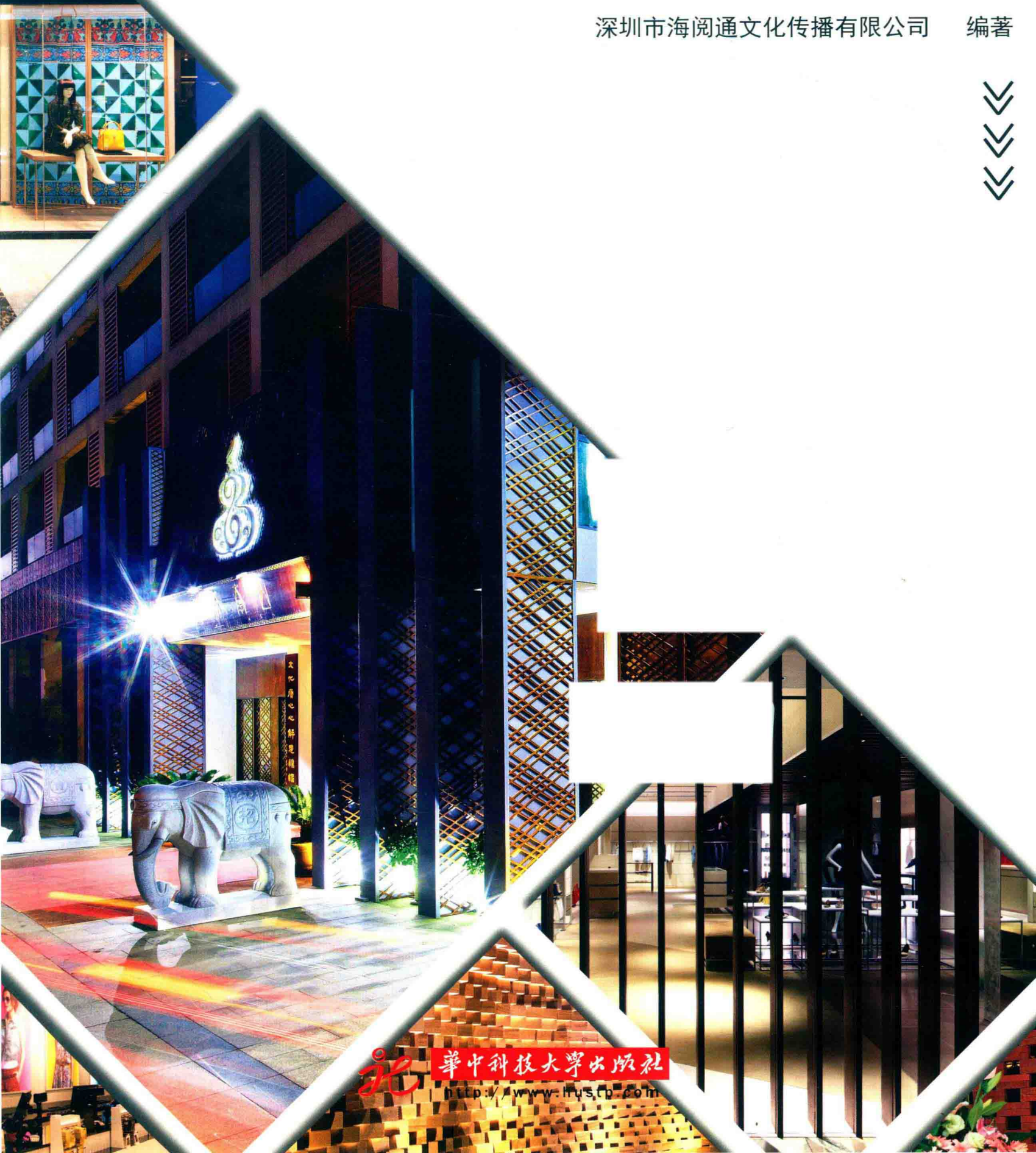
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# FACE OF SHOP III

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深圳市海阅通文化传播有限公司 编著



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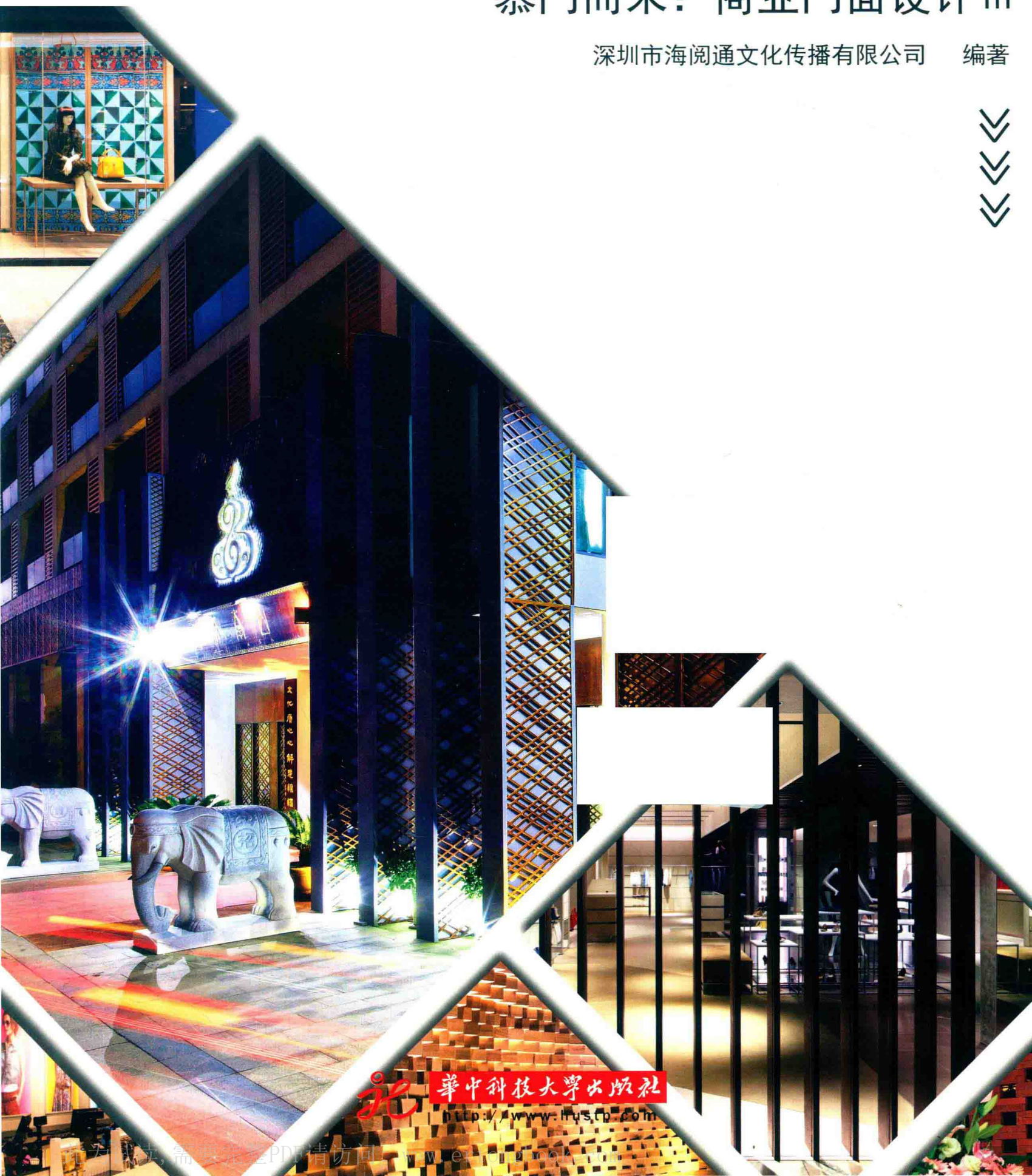
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# ACE OF SHOP III

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门，面之所在。  
facade, where image hides



# PREFACE



This is an age which values beauty and appearance so much, businesses could be much more successful with a pretty “face”. As small as clothes, jewelry, cosmetics, red wines, coffees, breads and electric products, or even as large as vehicles, shopping malls, furnishing stores, hospitals, all these are in need of façades—fantastic faces and their designers. We are now in a big-bang days, with a life show us beauty in every place in any time.

The fact tells us that some times a simple pattern with fuzzy words can be the universal language. Could you guess what good these stores offer, by looking at the strange logos and signs on the façade? Lights, colors, accessories, showcase and shop planning, all these elements are made full use to create splendid façade. Façade is not only a space division, but also a direction of human manner, as well as with philosophical meaning and life accumulation.

*Face of shop: commercial façade design III* keeps the main core of the former two books, to exam the façade design with a wider view. Besides the commercial character, façade also reflects the aesthetics and ideology in a certain age. The statue of façade records the spiritual and material life changes in a country or a state. So we can say, façade is a culture carrier. Especially in nowadays when various cultures meet each others, cultural exchanges become an unavoidable common phenomenon. In such a circumstance, thoughts gather and crush, inspiring a series of exciting design works. No matter the designs designed by foreign designers, or those native designers go abroad; no matter the native styles or the other styles chosen by designers, they can not be the objects been criticized, because all these facts are some kinds of cultural collision forms. What is more, this kind of designs would be more and more popular thanks to the internationalization; thus turns into a new internationalism style.

There are many native projects in this book, as well as overseas works, even top designers with high reputation like Kengo Kuma contributes his masterpieces. Among which, there are many designs with combination of regions and styles, presenting a multi-cultural product to the readers and let them feel the “impossible” and “unbelievable” clearly.

Surrounded by various cultures, China should create a design brand of its own in order to be outstanding, by developing design into creative cultural industry and making cultures to be the soul of design flowing on each project. This book interpreted design from the level of cultural collision, lighten Chinese design industry with the soul of design.

在这个靠脸吃饭的年代，没有一张颜值极高的“脸面”都不好意思做生意。小到服装、珠宝、化妆品、红酒、咖啡、面包、电子产品，大到汽车、购物中心、家居卖场、医院，都已经离不开门面，离不开让空间拥有一张迷人脸庞的门面设计师。我们生活在大爆炸的时代，让我们感受生活处处带给我们的美！

事实告诉我们，有时不需要太多繁复的文字，简单的图案就是世界通用的语言。看看这些门面上千奇百怪的标志，猜猜它们出售的是什么商品、什么灯光、色彩、搭配、橱窗、店铺规划，统统用起来！门面，不仅是空间的划分，也是人们行为的向导，它不仅具有哲学意味，同时也有生活的积淀。

《慕门而来：商业门面设计Ⅲ》继承了前两部的精神，又以更广阔的视野来审视门面的设计。门面，它除了具有商业用途之外，还深刻地反映了一个时代的审美情趣和意识形态。门面的形态，记录着一个国家和地区思想精神和物质生活的变迁。可以说，门面是一个文化载体。尤其是在文化多元碰撞的今天，文化的交流成为人们不能回避的普遍现实。尤其是设计领域的思想碰撞，产生出的灵感形成了一个令人振奋的作品。无论是本土的设计采用外来的设计师，还是本地的设计师走出国门；无论是设计师采用本地风格，还是采用其他风格，这些都不应成为批判的对象，因为这本身就是文化碰撞的一种形式。而且随着国际化的深入，这种形式的设计会越来越多，逐渐形成一种新的“国际主义”风格。

本书不仅采用了大量本土的设计，也选用了很多国外的案例，其中包括隈研吾这样具有很高声望的国际设计大师的作品。作品具有地域和风格交融性，给读者展现出一个多元文化的产物，让人们感受以往认为的诸多“不可能”和“想不到”。

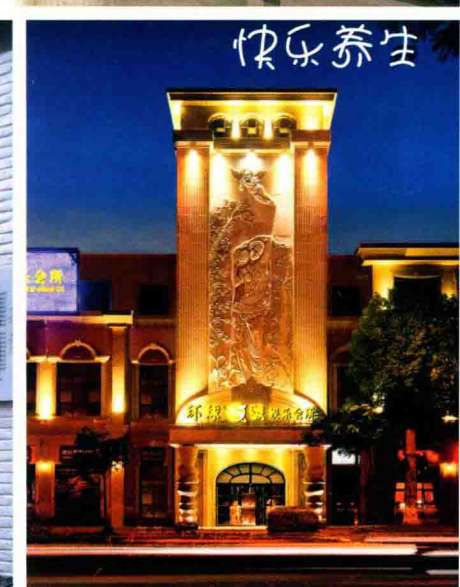
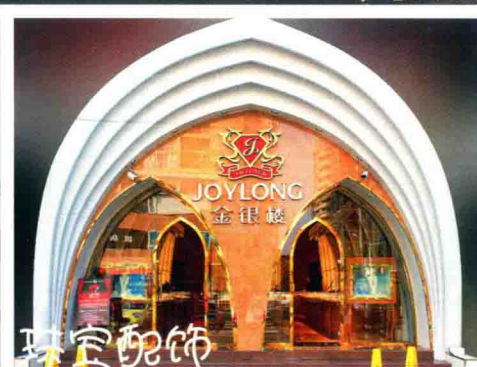
在多元文化的今天，中国要形成自己的设计品牌，一定是将设计发展成为创意文化产业，让文化成为设计的灵魂，流动在每一个作品之中。本书就是从文化碰撞的层面来解读设计，让设计师品味设计的灵魂。

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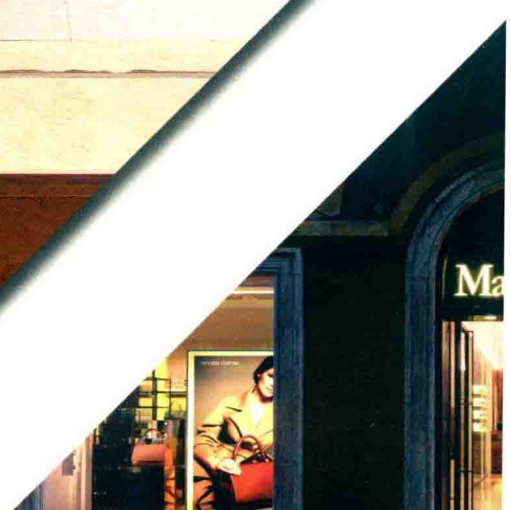
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弄潮专卖：服饰  
Fashion Store: Clothing



# Estnation Nagoya

Estnation 名古屋专卖店

Design agency: MOMENT

Designer: Hisaaki Hirawata, Tomohiro Watabe

Location: Nagoya, Japan

Area: 387m<sup>2</sup>

Photography: Nacasa & Partners Inc.

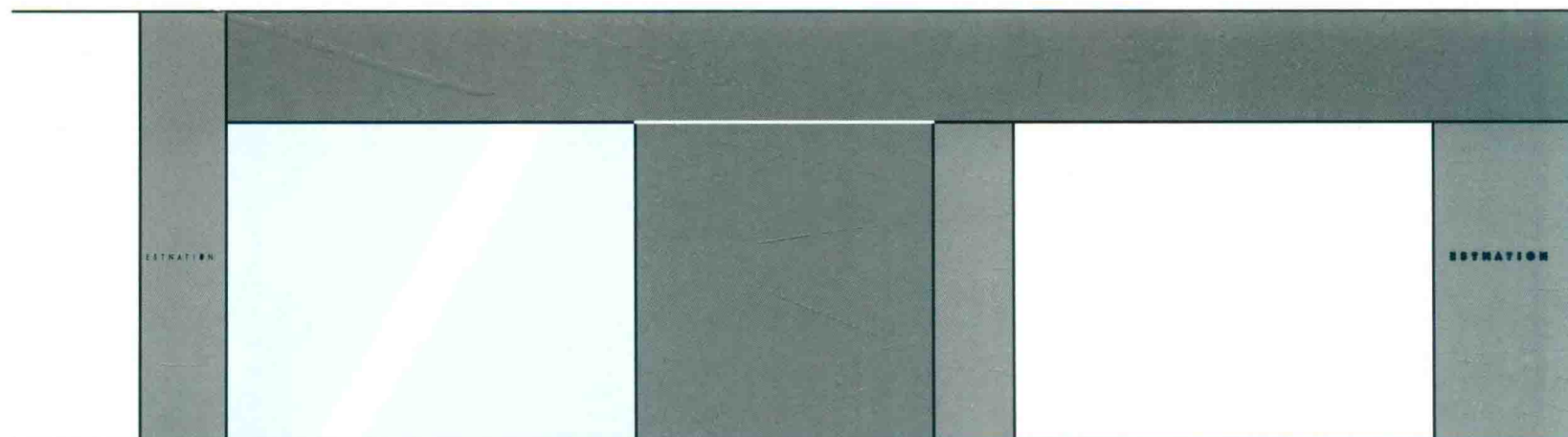
设计单位: Moment 设计事务所

设计师: Hisaaki Hirawata, Tomohiro Watabe

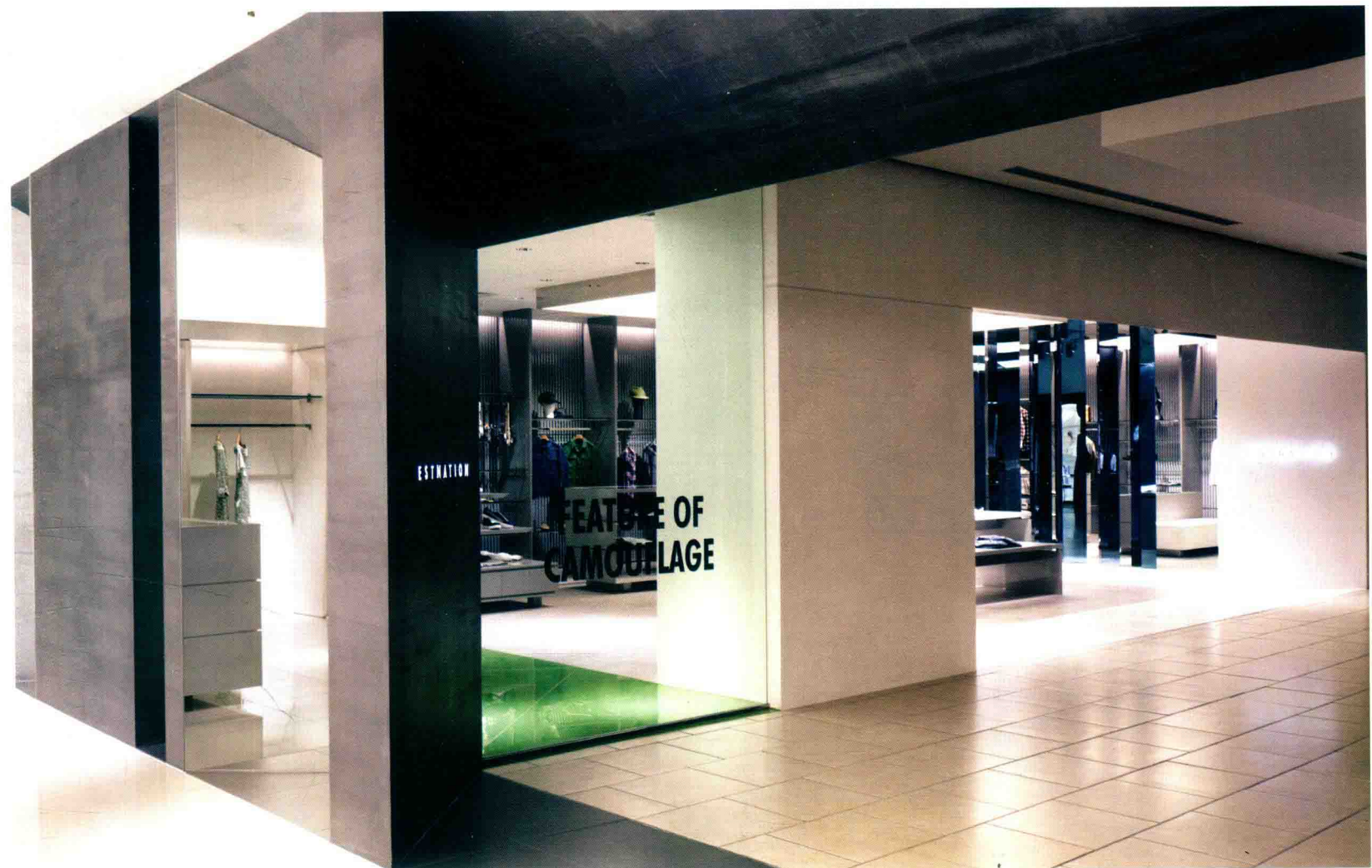
项目地点: 日本名古屋

项目面积: 387 平方米

摄影: Nacasa & Partners Inc. 摄影工作室









# SHANG XIA Store in Paris

上下品牌巴黎零售店

Design agency: Kengo Kuma and Associates

Designer: Kengo Kuma

Location: Paris, France

设计单位：隈研吾建筑都市设计事务所

设计师：隈研吾

项目地点：法国巴黎











## Karl Lagerfeld Store, Beijing INTIME Lotte

卡尔·拉格斐乐天银泰百货店

Design agency: Plajer & Franz Studio

Location: Beijing

Area: 263m<sup>2</sup>

Photography: Karl Lagerfeld Ltd. China

设计单位：Plajer & Franz 工作室

项目地点：北京

项目面积：263 平方米

摄影：中国卡尔·拉格斐品牌

