

(意)斯特凡诺·陶迪利诺 / 编
张晨 / 译

**FIRST
IMPRESSIONS:
SHOPFRONT
DESIGN IDEAS**
**商业店面
设计**

辽宁科学技术出版社

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前言

World Shopfront Design: DNA of Brand Building

Shopfront - as we say it in French the 'façade', is the face of the shop. It is obvious to everyone the importance of the shopfront - it gives the first impression of the shop to people. It is the entryway of the exterior of the shop towards the interiors. It is natural for architects and brands to spend huge amount of energy to conceive the best-designed shopfront to attract customers.

A shopfront works as the advertisement for the brand, its first function is to attract attention for the business and its merchandise. Trajan's Market in the heart of Rome, is thought to be the world's oldest shopping mall built almost over 2000 years ago. This multiple-level structure is ancient example of how shops were built with their façade. At this stage, there was still no separation of the structure and the wall. The façade was an elegant travertine frame. The external wall was painted what people could find inside. The external skin of the building, although many architects have spent great length to enhance its esthetics, remained the core structure to support the building. As time goes by, the evolution of shopfront design has been largely in-lined with the development in architecture. Since the 19th century, the availability of architectural cast iron has become more and more abundant. Architects and contractors have been able to experiment with iron columns and beams as the foundation of the buildings. At the same time, the development in glass-making technology has enabled the manufacture of large panel of glasses at a relatively lower cost. These two technological advancements together have gradually resulted in the shopfront as we know today: the structural elements are supporting large area of glass behind which the merchandise is displayed.

As the shopfront is usually built at the street level of the boutique, traditionally there are two ways to handle the shopfront image in relation to its surrounding. Firstly, many

世界商店门面设计：品牌建设的精粹

商店门面（在法语中称为“façade”）是一家商店的“面子工程”。商店门面的重要性对每个人来说都显而易见——它让商店给人们留下第一印象。它是从商店外部进入内部的通道。自然，建筑设计师和品牌投入大量精力，为吸引消费者设计出最为完善的商店门面。

商店门面宛如品牌广告，它的首要功能是企业及其商品吸引关注。位于罗马市中心的 Trajan's Market 被誉为全世界最古老的购物中心，建造于大约 2,000 多年之前。这栋多层结构的建筑物就是商店如何构建门面的历史典范。当时，结构和墙身仍然连结在一起。其外立面运用了优雅的石灰华框架结构，外墙所采用的饰面与内部空间的装饰相同。尽管许多建筑师投入大量精力来增强外立面的美观度，但它依然是支持整栋建筑物的主要结构。随着时光的变迁，商店门面设计也随着建筑学的发展而逐步演进。自 19 世纪起，市场中的建筑铸铁产量变得日益丰盛。建筑师和承建商们得以尝试运用铸铁柱子和横梁来作为建筑物的基座。与此同时，玻璃制造技术的进步也让大块玻璃的制作相对不再那么昂贵。这两项技术进步融为一体，逐渐形成了我们今天所熟知的商店门面：结构元素支撑着大面积的玻璃，而在玻璃背后，则陈列着精美商品。

由于门面通常位于精品店的街面楼层，通常可通过两种方式处理商店门面的形象与周围环境的关系。首先，许多品牌营造出与周边环境形成鲜明对比的门面形象，令门面成为大胆醒目的关注点，突出品牌的存在，并向消费者传达着有力的信息。这种现象通常

brands create a shopfront image that is in big contrast with the surrounding environment, making the shopfront a bold and prominent voice to highlight the existence of the brand, sending a strong message to customers. This phenomenon is usually seen in brands that plan to carry a more energetic image towards the market. Secondly, other brands try to be more subtle in conceiving a shopfront more homogeneously fused with the surrounding environment. There is a big respect to the history and culture of the local area. Either way, the difference in these approaches is the result of the strategies of the brands, whether it aims to create a high-profile image or if it plans to be more low key. The balance between the boldness and the homogeneity has always been a delicate subject for architects and designers to explore, making façade design one of the most fascinating themes of architectural discussion of all time.

A shopfront sets the tone of the design of the brands. It shows the core values of the business. As the market is becoming more and more competitive, each brand strives to build up its unique image to create a distinctive soul - the DNA that cannot be replicated. The shopfront is a manifestation of the DNA in a nutshell. It is the biggest 'business card' to give away for free. It offers a glimpse of the merchandise inside. It is a teaser - customers are hypnotized as soon as they see the shopfront and become immediately tempted to go inside the store. It is the magic spell that calls for people's attention. As a result, façade design is essential to the brand building process.

As always, history is a mirror for us to learn from today. We need an adaptation to an always more demanding and sophisticated market but at the same time, it also gives the perfect opportunity for designers to deliver the best.

Stefano Tordiglione
Creative Director
Stefano Tordiglione Design Ltd

出现在希望向市场传达更具活力形象的品牌中。其次，其他品牌则在商店门面设计中试图表现得更加低调含蓄，与周围环境和谐融合。这代表着对当地历史和文化的尊重。无论采用何种方式，其差异都源于品牌的不同策略，无论其目标是营造出高调形象，还是计划更为低调。大胆和谐之间的平衡始终是一大微妙主题，值得建筑师和设计师们探索，也令商店门面设计始终是建筑学讨论中最令人着迷的主题之一。

商店门面为品牌设计奠定基调。它展现出企业的核心价值观。随着市场竞争日益激烈，每个品牌都致力于构建独特形象，营造出与众不同的品牌灵魂——即是无法复制的DNA。商店门面是对整体品牌DNA的表达。它是企业最大的“名片”，而且可以“免费派送”。它让人们能够隐约窥见商店内部的商品。它宛如“预告”——让消费者慢慢地被催眠，让他们一看到门面就立即渴望进入商店内部。它仿佛是魔咒，吸引着人们的注意力。因此，商店门面设计是品牌建设流程的关键。

“以史为鉴，可以知兴替。”我们需要对日益严格要求、品位升华的市场做出调整，但也应让设计师们有机会展现最完美的作品。

斯特凡诺·陶迪利诺 (Stefano Tordiglione)
斯特凡诺·陶迪利诺设计公司 (Stefano Tordiglione Design Ltd)
创意总监

FOREWORD

PART 1

第①篇 内容介绍

INTRODUCTION



Figure 1.1 Bvlgari New York, New York, USA, designed by Studio Marco Piva, photo by Andrea Martiradonna
图 1.1 宝格丽珠宝纽约店，美国，纽约，马克·皮瓦工作室设计，安德鲁·马迪拉多那摄影

A shopfront projects the best possible image of the business. It needs to display goods effectively and attract customers. It is in the shop owner's interest to make sure that the shopfront is well designed and makes a positive contribution to the street. Attractive shopping streets that provide a pleasing shopping experience will lead to higher custom. (See figure 1.1)

Shopfronts are the main advertising method for retailers and are required to be eye-catching as well as conveying the type of business offered. It creates the first impression of the trade with potential customers. A good shopfront should add interest to the street scene, attract shoppers and encourage them to stay and spend. In order to maintain the character of retail areas, a concerted effort from all involved is required. If well designed, shopfronts can make a positive contribution to the character and trading success of an individual street or the whole shopping centre.

The principle purpose of a shopfront is the advertisement and display of goods and services provided inside the building. Good design will reinforce the shop's identity and its location in the street, but by reflecting the style of the whole building above street level, and that of its neighbours. A good design will treat the shopfront as an integral part of the whole building and street frontage without focussing exclusively on the retail outlet alone. (See figure 1.2)

(See figure 1.3, 1.4, 1.5) Here, a good shopfront should be:

- The proportions of the shopfront should harmonise with the main building;

店面设计直接反映一家公司的形象。充分展示商品的同时，有效地吸引消费者是店面设计追求的目标。商店所有者希望店面形象设计精巧，对整条街道的消费体验有积极的提升作用。愉快的消费体验、令人心驰神往的购物街往往能构成良性循环，吸引更多的顾客。(图 1.1)

店面形象是零售商的主要宣传手段，店面必须要醒目，并且能够迅速传达店内提供商品或服务的信息。它是店铺给潜在消费者留下的第一印象。成功的店面设计能够为城市街景增添趣味，吸引消费者驻足欣赏，并鼓励他们进店消费。为了保持零售区域的特点，所有参与方的一致努力是必不可少的。优秀的店面设计可以为独立购物街或者整个购物中心的特色塑造和成功经营贡献一臂之力。

店面设计的主要原则是实现广告宣传作用，并且能够充分展示店内经营产品或服务内容。优秀的设计方案能够使店铺的品牌形象得到强化，在其所在区域树立地位，并在超越街道及其他店铺的层面上体现整个店铺的风格和个性。这样的设计将店面和整个建筑、整条街道当做一个有机整体，而不仅仅局限于零售网点本身。(图 1.2)

(图 1.3, 图 1.4, 图 1.5) 成功的店面设计一般具备以下几个特点：

- 店面比例与所在建筑协调；

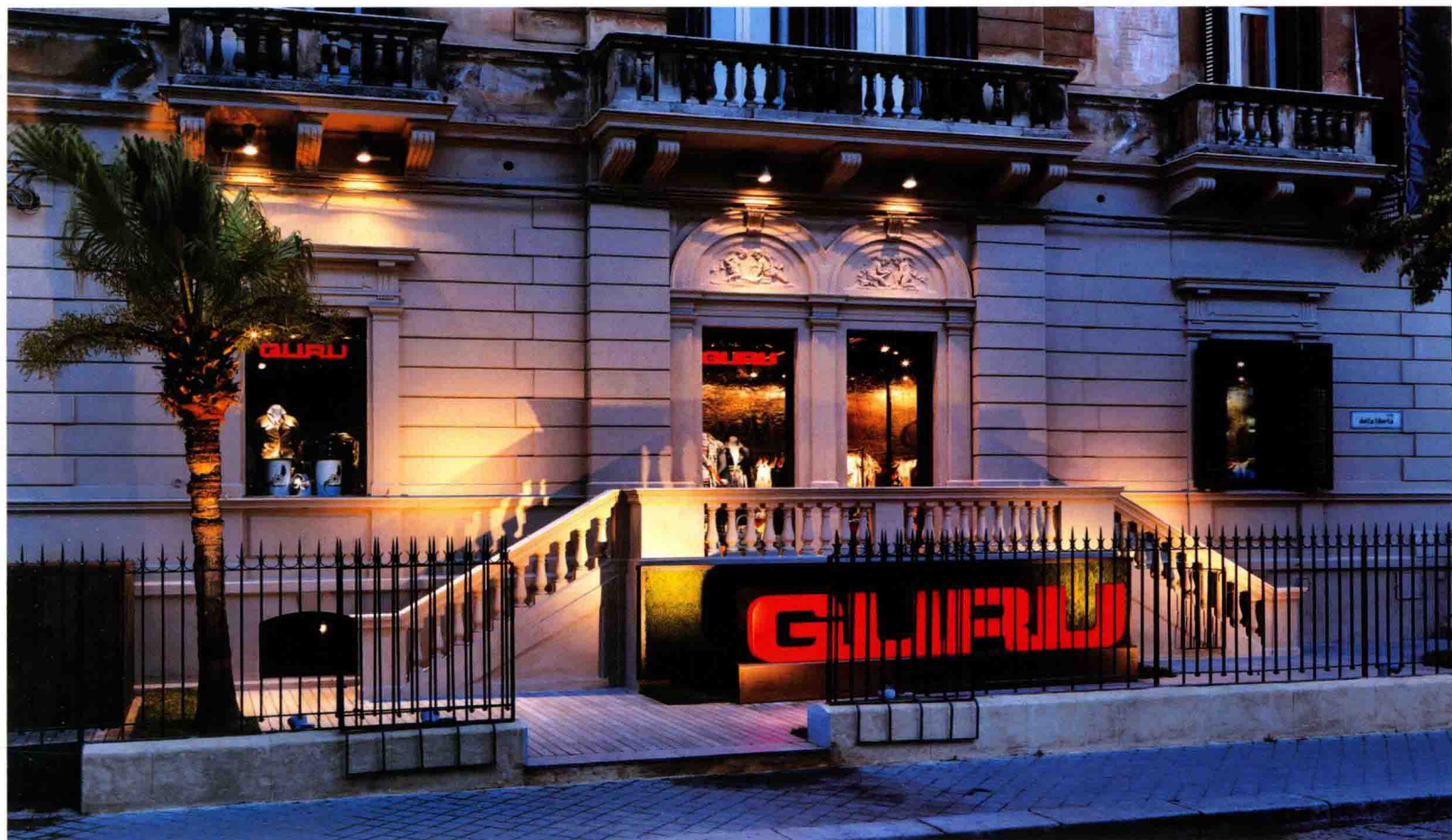
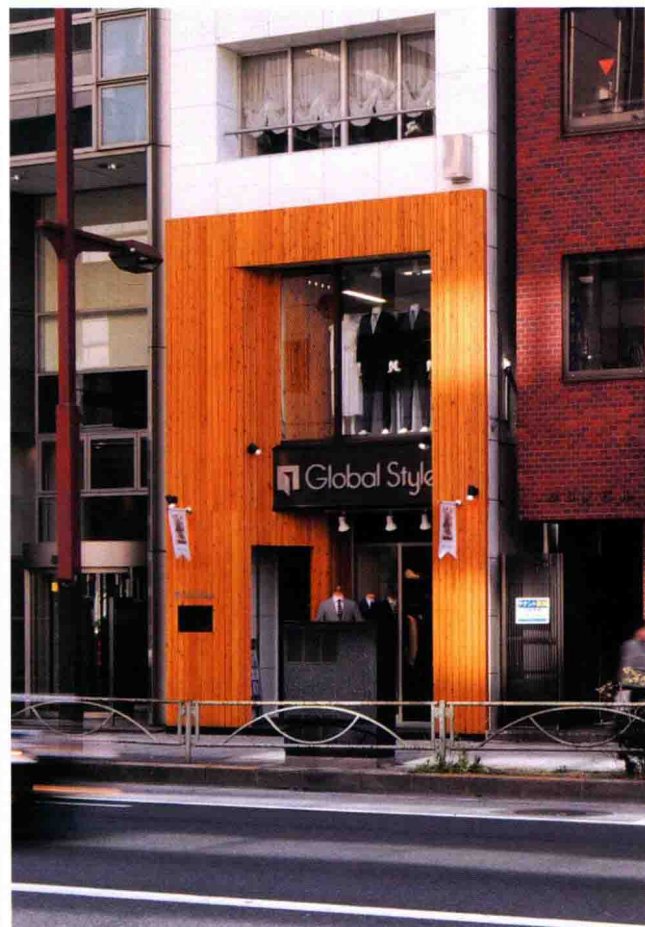


Figure 1.2 Guru Palermo, Palermo, Italy, Designed By Duccio Grassi Architects, Photo by Duccio Grassi Architects
图 1.2 巴勒莫大师品牌旗舰店，意大利，巴勒莫，杜乔·格拉西建筑师事务所设计，杜乔·格拉西建筑师事务所摄影



1.3
1.4

1.5

Figure 1.3 Freitag Store Tokyo, Tokyo, Japan, designed by Torafu Architects, photo by Sebastian Mayer

Figure 1.4 Bolo ao Forno!, Sao Paulo, Brazil, designed by Luciana Carvalho and Renato Diniz, photo by Cezar Kirizawa

Figure 1.5 Global Style Tokyo, Tokyo, Japan, designed by Process5 Design, Photo By Process5 Design



图 1.3 弗赖塔格东京店，日本，东京，Torafu 建筑设计公司设计，塞巴斯蒂安·梅耶摄影
图 1.4 Bolo ao Forno 甜品店，巴西，圣保罗，卢恰娜·卡瓦略，雷纳托·迪尼兹设计，切扎尔·克里扎瓦摄影

图 1.5 Global Style 东京店，日本，东京，PROCESS5 DESIGN 设计公司设计，PROCESS5 DESIGN 设计公司摄影



Figure 1.6 Skandia Banken, Sweden, designed by BVD, photo by Åke E:son Lindman

图 1.6 斯堪的亚银行，瑞典，BVD 设计公司设计，阿克·艾森·林德曼摄影

- Materials should reflect the existing range on the original building;
- The shopfront should not be treated separately from the upper levels;
- It should add interest and attract custom;
- It should avoid standardisation, reflecting the diversity of a street scene.

- 使用材料反映原有建筑的材质特点
- 店面与所处环境协调，融洽
- 店面应吸引消费者，刺激消费行为的发生
- 避免标准化设计，体现所在街道街景的丰富性和多样性

As shops change hands or need refitting, there can be significant pressure to update and modify shopfronts. Without sensitive design, successive changes may fail to project a positive image for the retail unit or the street and can undermine a place's appearance and attraction. Common problems include: alterations of a hasty or temporary nature, clashing or dominantly coloured or over sized components, badly maintained units, or design that pays little regard to the building, street and area within which it is located.

当店铺易主或单纯的进行改装时，店面的改造工程可能会面临重重困难。一旦缺乏合理的安排和改造，后续的改建工程可能无法为店铺以及整个商业街塑造积极的品牌形象，有的甚至还会投射负面的影响。这一环节常见的问题有：仓促决定或临时的变动，与其他元素冲突、色彩过浓、尺寸超标的部件，或者与所在建筑、街道和区域不协调的设计。

Here, some practices will normally cause the problems above:

- Any forms of advertisement that detract from the appearance of the host building or the special architectural interest of the County's conservation areas.
- Internally illuminated box fascias, individually illuminated letters, halo-lit perspective letters, fluorescent lighting on channels and illuminated projecting box signs.
- Materials such as Perspex, acrylic sheeting, uncoated aluminium and glossy plastics.
- Further use of swan neck lights and spotlights in conservation areas.
- The use of shiny or garish materials for fascias, box signs or hanging signs.
- The introduction of Dutch blinds.
- To minimise visual damage within a conservation area the council will encourage the use of internal grilles mounted behind windows.
- Where internal grilles are not possible, some types of external grille, such as removable grilles, may be acceptable. In some instances, a lightweight see-through mesh grille might be considered if it is incorporated behind the fascia and painted to match the shopfront.
- Security systems which incorporate external box housings or solid shutters.

This book provides guidance to improve the standard of shopfront design and advertisements throughout the world. The purpose is to encourage greater care to promote high quality design standards in order to create settings in which retailers can establish and develop successful businesses. The book is not intended to be overly prescriptive or stifle modern innovate designs. It is to provide an understanding of the design of shopfronts and advertisements that shopkeeper and local government will support when reaching a decision on any planning application or application for advertisement consent. (See figure 1.6)

The objectives of the book are to provide a consistent and integrated approach towards the design of shopfronts, to assist designers to achieve high quality shopfronts that are accessible to all through inclusive design, and to ensure that the design of shopfronts contributes positively to the vitality of the relevant areas daytime and evening economy without detriment to safety and security.

In this book the term 'shop' is defined as any commercial premises having a fascia sign or display window, including non-retail premises such as banks, restaurants, takeaways, estate agents and other businesses in a shopping area.

This book supplies with advice and specific design principles and approaches. Proposals for new or altered shopfronts and advertisements are likely to meet the requirements. The principles and approaches in the book are relevant where works to a new shopfront or the installation of a shopfront are proposed within a conservation area or in relation to a nationally or locally listed building. These principles and approaches seek to strike an appropriate balance between the need for development and the conservation of heritage assets.

The book has been arranged into six main sections:

1. Parts of a shopfront
2. The planning of shopfront design
3. The renovation of traditional shopfront
4. New shopfront design principles
5. Design approach of architectural elements
6. Security design

下面列举的是可能导致以上问题的原因:

- 对店铺所在建筑主体或有保护价值的特别建筑构成干扰的任何形式的广告
- 内部照明箱、有独立照明装置的字母，卤素字母，有轨道荧光灯和灯箱等照明因素
- 有机玻璃、亚克力板、无涂层铝材和亮面塑料等材料的使用
- 保护区内鹅颈灯和聚光灯的不恰当使用
- 广告牌、灯箱或悬挂式标识等使用反光或刺眼材料
- 百叶窗的使用
- 为了最大程度地减少保护区内的视觉破坏，有关当局鼓励在窗户内侧使用内部格栅
- 无法使用内部格栅的地方，一些形式的外部格栅，如可拆卸式格栅也是可以接受的。一些情况下，可以在标识后方使用与店面为外观同色的轻质网状格栅
- 连接外部接线盒或固定挡板的安保系统

本书适用于全球范围内的店面设计，为实现更高水平的店面和广告设计提供了切实有效的参考和指导，鼓励从事该专业的人员要追求更高的设计标准，设计出有助于零售商建立并发展生意的场所。本书并不关注机械教条式的内容，而是着眼于分析理解店面设计的精华，在店主的需求、品牌的形象和有关部门所制定的规定之间达到平衡。(图 1.6)

本书希望为店面设计师提供综合全面的参考和支持，确保店面设计方案对所在区域增添积极的活力与影响，在保证安全的前提下推动消费和经济。

本书中“店面”所指的范围涵盖任何配有招牌和橱窗的商业处所，也包括银行、餐馆、外卖店、房产中介和购物区内常见的其他非传统商业场所。

本书收录了针对设计过程的建议以及具体的设计法则，在新店设计或旧店改造工程中具备很好的实用性和参考价值。这些设计法则和方法同样适用于受保护区域或建筑内的店面建设和改造。掌握这些设计原则和方法有助于实现商业发展与传统保护之间的平衡。

本书分为 6 个主要部分:

1. 店面的组成
2. 店面设计规划
3. 传统店面的翻新
4. 新店面设计法则
5. 店面建筑元素的设计方法
6. 安保装置

PART / 2

PARTS C