

精品名店与百货商场设计 SHOP AND DEPARTMENT STORE



(京)新登字 083 号

本书由台湾橘子出版有限公司授权出版版权贸易合同登记号: 01 — 1998 — 2150

策划:胡守文

王修文

责任编辑:王修文

郭 光

责任校对:徐爱民

高文安室内设计作品集III 精品名店与百货商场设计

社址: 北京市东四十二条 21号

邮政编码: 100708 电话: (010) 64039288

台北橘子出版有限公司制版

山东新华印刷厂德州厂印刷

1999年1月北京第1版

1999年1月德州第1次印刷

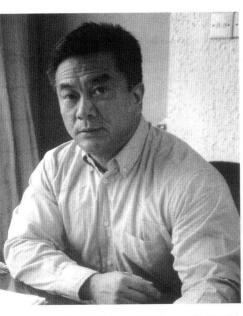
印数1-3000

ISBN 7-5006-3341-6/J · 300

定价:360.00元(共4集)

贴切能看, 得切必穷

每册 90 元



高文安是香港顶尖的室内设计家,70年代开始 至香港、台湾地区和新加坡、泰国等地开设了自己的设计公司。他20多年来专注室内设计,完成 不千余项设计工程。高文安善于将东方美学融入 现代设计文化,中西合璧,特色鲜明,中外权威 明刊经常专题介绍其代表作品,对两岸三地的现 民室内设计产生了一定影响。本书首次全面展示 了高文安的设计历程及代表作品,从一个侧面体现了海外室内装饰的流行趋势,具有较高的参考 价值、鉴赏价值和收藏价值。

高文安室内设计作品集 [共四册]

高文安的居家设计风格 The Kenneth Ko Style of Living

住宅与办公室设计 House and Office

精品名店与百货商场设计 Shop and Department Store

休闲娱乐与其他空间设计 Leisure Areas and Other

责任编辑: 王修文 郭 光

高文安室内设计作品集III THE INTERIOR DESIGN WORLD OF KENNETH KO

精品名店与百货商场设计 SHOP AND DEPARTMENT STORE

撰文/富贞 图片/高文安设计有限公司

高文安履历

1943年出生于中国・上海。

1961年中学毕业于"培侨中学"。

1969年大学毕业于澳洲"墨尔本大学",获取建筑系一级荣誉毕业,并荣获建筑系学士之设计优异奖及"Picton Hopkins Prize"。

1970年任职于"潘愆寿顾问工程事务所",参与多项设计工程。

1974年就任于"利安工程公司", 任职工程部经理。

1976年创办"高文安设计有限公司",专注从事室内设计工作至今,完成超逾一千项工程。

1990年分别在新加坡、中国台湾及泰国等地增设分公司。

1993年在沙田"丽豪酒店"开设第一间零售店 - "Kenneth Kollection"。

1996年在黄埔"家居庭"增设装饰摆设及健康食品之专门店一

"Kenneth Kollection-LifeStyle"及"Kenneth Kollection-Fitness"。

1997年在香港出版高文安纯影集"全程投入"(AT HIS PEAK)。 1997年在台湾出版"高文安室内设计作品集"一套四册。

专业资格

1972 年英国皇室建筑师学会会员 1975 年香港建筑师学会会员 1982 年澳洲皇家建筑师学会高级会员

Resume of Kenneth, Ko Man On

1943 Born in Shanghai, China.

1961 Graduated from "Pui Kiu Middle School".

1969 Graduated from University of Melbourne, School of Architecture. Obtained a 1st Class Honour in Design and won the "Picton Hopkins

Prize".

1970 Architect - "Peter Y.S. Pun & Associates".

1974 Project Manager - "Lee On Construction Company".

1976 Established own practice - "Kenneth Ko Designs Ltd". Completed over 1,000 projects.

1990 Set up offices in Singapore, Taiwan and Thailand.

1993 Operated own shop, "Kenneth Kollection", at the "Regal Riverside Hotel, Shatin".

1996 Established further shops at the Home World, Hung Hom - "Kenneth

Kollection - LifeStyle" & "Kenneth Kollection - Fitness".

1997 " At His Peak " was published in Hong Kong

1997 "The Interior Design World of Kenneth Ko", 4 vols were published in Taiwan

PROFESSIONAL TITLES

1972 Royal Institute of British Architects

1975 Hong kong Institute of Architects

1982 Royal Australian Institutes of Architects



The number of boutiques that had been designed by Kenneth Ko are countless. His design contains a strong personal style, and he is best at interpreting Chinese coloration. Throughout his entire career of creation, the traditional Chinese tone is still his favorite.

His creation has become more sophisticated during the last decade. The integration of various ethnical colors of South East Asia into his design strongly demonstrates the real beauty of the Orient, and it also reveals the most extraordinary aspect of his design. The decoration in both his house and office can sometimes be so casual yet full of amusement.

Mr. Ko is a shopping maniac! He goes frantic when shopping, because he sees shopping as a way of exploration which is full of excitement. He possesses a unique point of view and a keen perception; and it seems that he has a magic power that everything he sees and touches can become his materials to make decoration or ornament for his artistic construction. He is capable of fulfilling all his customers with creativity and practicality.

Further, he is a workaholic! He loves life, demands high quality in every aspect; he is also health conscious and with strict self-discipline. Nevertheless, he never puts pressure on his friends and colleagues; being around with him is a pure enjoyment.

Unlike most of the people who think highly of material life, Ko considers real life experiences in different cultures and customs the virtue of life. The villa he built in Phuket is remarkable! It not only consists of beautiful shapes and decorations, but is also very comfortable and pleasant to live. He was asked about his future plan after the villa has completed. His reply was: The best time to stay in Phuket is in summer, so if there is a chance, I would like to go to Fu Ji mountain to experience the quiet winter there, for its environment is totally different from Phuket.

So this is Kenneth Ko, an architect-designer who never stops to make progress. What he has accomplished today stands for the rewards of all his efforts.



Eddie Lau is recognised as Hong Kong's best fashion designer. He is best known for his high fashion couture evening wear. He also specializes in sophisticated co-ordinates in silk, wool, cotton, linen and viscose.

Educated in fashion and fabric design in London, he returned to his native Hong Kong became the first Hong Kong based designer to show his creations in London, Paris, New York, Tokyo and China. His "East Is Red", "Shanghai Chic" and "Orient Express" collections won international acclaim. His "Eddie Lau", "Kai" and "Tailor Lau" labels are sold in the best department stores worldwide. Also, his image work for superstars in Hong Kong made his name a household word throughout Asia.

序/刘培基

高文安经手包办的名店设计多不胜数!

他的设计有着十分强烈的个人风格,尤以演绎中国色彩最为独到。从开始创作至今,高文安仍喜好以中国传统色彩作为设计元素;而在近10年间,他的创作更是升华,进而揉合亚洲各地方的色彩,显示着浓厚的东方美,是他的设计的一大特色。他住所及办公室的巧思布局,就是随放着的摆件,都会令你爱不释手!

高文安是一个购物狂!他喜欢逛商店,世界各地,各式的大小商店都是他搜罗物品的目标。他自有一套心得,独到的眼光,且观察入微;视线所见或是触手可及的,任何物件都可以改良变化成为他的材料,成为装饰、摆设或是建筑的一部分。只要有要求,他必可灵活地运转,因地制宜的提供一个适用的方案。

他更是一个工作狂!热爱生命,对生活要求高、重视健康、处事严谨、态度认真,从不松懈,是一个对自己要求极高的人!然而朋友与他相处,却从来不会感到烦躁和压力;与他相处是融洽而享受的。

一般人都觉得拥有物业是财富的象征及表现,然而高文安却认为是生活的体验,亲身体会各地各种不同的生活面貌、风土人情。他在布吉建造的别墅,令人赞叹不已!不仅是外型装饰的美,更是生活的情趣及品味!在闲谈间曾经问他拥有了这所别墅后,将会是怎样的目标?他答道:"布吉是属于夏天的悠闲自然,在可能的情况下,希望可在富士山下感受一下截然不同的冬日里的宁静雅致!"

这就是高文安,一个不断向前追求进步的建筑一设计师。他努力成就的一切,都是今天应得的成果!

刘培基被公认为是香港顶尖的服装设计师,而晚宴服更是他的拿手项目。另外,他还擅长以成熟的方式,将丝绸、羊毛、棉布、亚麻与尼龙互相融合搭配。

他远赴英伦学习服饰及织品设计,学成后回到香港,并成为当地第一位在伦敦、巴黎、纽约、东京与北京展出其作品的设计师。他的品牌"东方红"、"上海俏",以及"东方快车"等系列作品为他赢得国际的肯定。他的"艾迪·刘"、"凯"、与"刘师傅"在世界各地知名的百货公司都设有专柜。同时,他替香港影视红星所做的造型设计,也使得其名号家喻户晓。

004 Preface: About Kenneth Ko / Eddie Lau Department Store Design: Shanghai Tang Department Store 009 **CRC** Department Store 017 Wing On Department Store 025 Chinese Arts & Crafts Ltd. 029 Shop Design: Jessica: Clothing store emitting an artistic ambience 037 Colour 18: Fresh young flavor 045 055 Episode & Toppy: Unified design, unique style Bazaar Group Boutiques 065 077 Intermezzo: Youth shop, youthful design Emperor Watch & Jewellery Co. 085 Rainbow Boutique: White and blue maze 095 Gieves & Hawkes: The mature and elegant gentleman 103 Pye Boutique: A reappearance of natural color 107 The Optical Shop: Professional Image, unified design 113

Juvenia Watch Shop

Postscript / Jean Chen

Christian Dior: Parisian image

Swatch: Fashionable merchandise, brave design

Cerruti 1881

Chronology

119

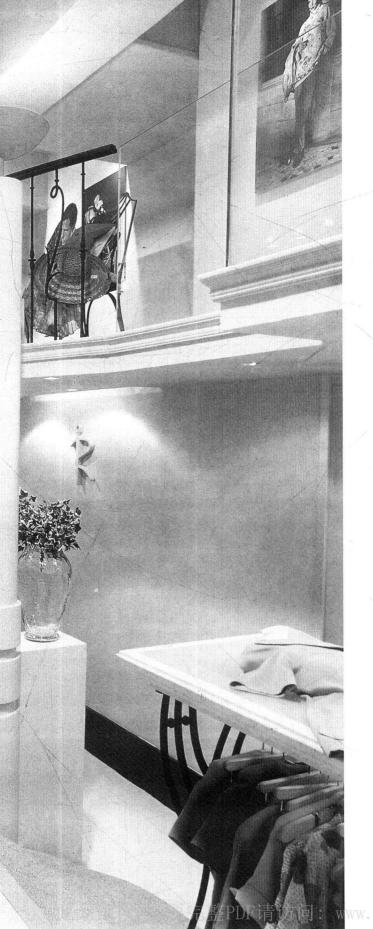
125

133

137

141





- 904 序/刘培基 百货公司设计:
- 009 上海滩百货/十里洋场的风华
- 017 华润百货/高格调的购物中心
- 025 永安百货/建构悠闲舒适的购物园地
- **029** 中艺百货/传统商品·现代卖场 精品名店设计:
- 037 Jessica/散发艺术气息的时装店
- 045 Colour 18/清新的青春气味
- 055 Episode & Toppy/设计统一·风格独特
- 065 Bazaar Group Boutiques/峻冷不羁的格调
- 077 Intermezzo/年轻人的店·年轻化的设计
- 085 英皇珠宝店/高贵·古典的英式风格
- *095* Raibow Boutique/白与蓝的迷惑
- 103 Gieves & Hawkes/成熟男人的风华
- 107 派/重现自然原色
- 113 高登眼镜 / 形象专业·统一设计
- 119 尊皇/高贵典雅的专业卖场
- **125** Cerruti 1881/简明沉稳的男士特质
- 133 Swatch/流行商品·大胆设计
- 137 Christian Dior/来自巴黎的印象
- 141 高文安 "精品名店与百货公司" 作品年表
- 142 后记/富贞

上海滩百货/十里洋场的风华

1995年才开幕的上海滩百货,贩售的是充满浓厚中国色彩的服饰和纪念品,店名也取得别致。

高文安设计的角度,很直接地从自己的出生地——"上海"来切入,一个中西文化汇聚的大都会;一个十里洋场,曾是风华绝代的国际海港;一个飘溢着恋艳贪欢气味的城市……,上海多重的时代背景,成了设计上绝佳的依据。所以,上海滩的设计,高文安在着色或地砖色块的拼砌,鲜明而丰富,呼应着商品色彩,形成一体华锦的风貌。

货架的选择,以带有中国味造型或西洋古典风格的橱柜为主,勾起一种念旧的情愫,让客人在这儿唤回对流逝时光的追忆,一如来选购属于中国风味衣物的心情,全然的契合。

The glories of Shanghai

Started in 1995, the Shanghai Tang Department Store is famous for its splendid collection of Chinese clothings and souvenir items. Its name was an original and novel choice.

The design aspects taken by Kenneth Ko was an obvious and direct reflection of his place of birth-Shanghai.It is a blending of Chinese and western cultural influences.Shanghai,once an unsurpassed international seaport, fronted what was a swaggering, exotic, venal, exuberant city. The essence of the heyday of Shanghai forms the exquisite basis of Ko's design. Thus, in the design of the Shanghai Tang Department Store, Kenneth Ko's color scheme and red brick floor pattern motif, bright and rich, works concert with the hues of the merchandise. Created is an extravagant and luxurious setting.

Racks chosen reature modeling with a Chinese flavor or Western classical style cabinet designs. These evoke sentiments of an earlier time, allowing the customer to imagine a trip in time back to an earlier day, choosing dress and adornment of a Chinese style and flavor, engendering a whole, fully—rounded and agreeable experience.

009







