

Cool Shops

酷店

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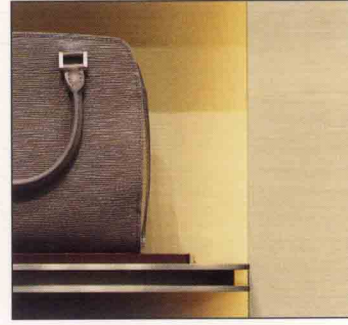
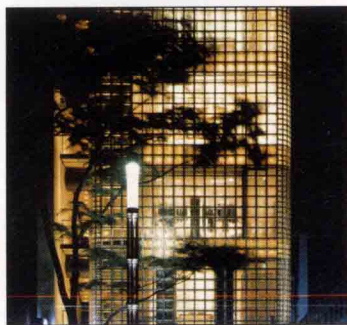
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Introduction

简介

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 wide spread 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, axonometric views and sketches, together with a description of the work as it was conceived by the architect.

在设计商业空间时，不仅需要考虑到铺面的设计风格，而且还需要考虑到商铺所处的地理位置、经营项目，以及对环境的要求。具备完善的基础设施是所有商业场所应具备的“大前提”，是营造高效工作环境，确保为顾客提供优质的服务的前提。近年来，因美式风格的席卷，购物中心有向城区集中的趋势，商业空间的设计也得到了全方位的发展。购物中心犹如雨后春笋一般，以一种新的姿态诠释着商业场所应具备的“大前提”。包括：空间内部格局设计思维的改变(以前风格较为传统且以图表为主)；光和色彩的系统运用成为建筑中不可或缺的因素；预制材料与通透空间的运用，形成一股潮流，势不可挡。为了给视觉提供最具冲击力、最具创新性的设计作品，我们竭尽所能，展示出多姿多彩的商业空间。此书如一本图片指南，指明当前以及未来的室内设计风格的趋向；另外，在全方位展示每一个项目的同时，还将项目中最重要建筑细节呈现在读者的面前。因此，在这本书中，我们收录了各式各样的施工详图，比如照片、平立面图、比例图和草图等，如同建筑师进行构想、设计一般，对作品进行详细地剖析。

Miss Sixty Tokyo

Studio 63

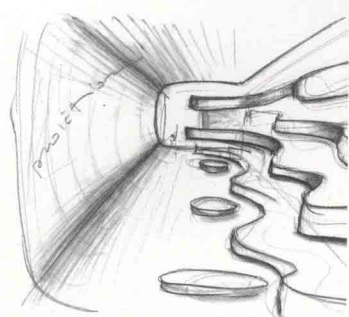
地点: Tokyo, Japan 摄影: Seishi Maeda

This is the new concept of the “Miss Sixty” shops designed by Studio 63 situated in Florence Italy. Together with the client, Vicky Hassan, the architects have tried to create a dream world inspired by the styles, designs and glamorous entertainment world of the 70’s. The reference to the 70’s was input by the client and evoked a profound and thorough research that was made later by the architects. The architects were mostly inspired by the graphic designs of the 70’s but not only. They have challenged themselves to transform two-dimensional patterns into three-dimensional structures. Although the concept is of a chain shop, every shop has its own characteristics related to the structure of the space and the location of the shop. Each wall of every store is thought of as a composition on its own. The contour made by the infinite line of the shelves giving even the merchandise the opportunity to become part of the design. The Miss Sixty-chain shops are to be spread all over the world, from Tokyo to Los Angeles, from Berlin to Hong Kong. Using the references of the 70’s reassures a widely recognizable image with an intelligent common denominator.

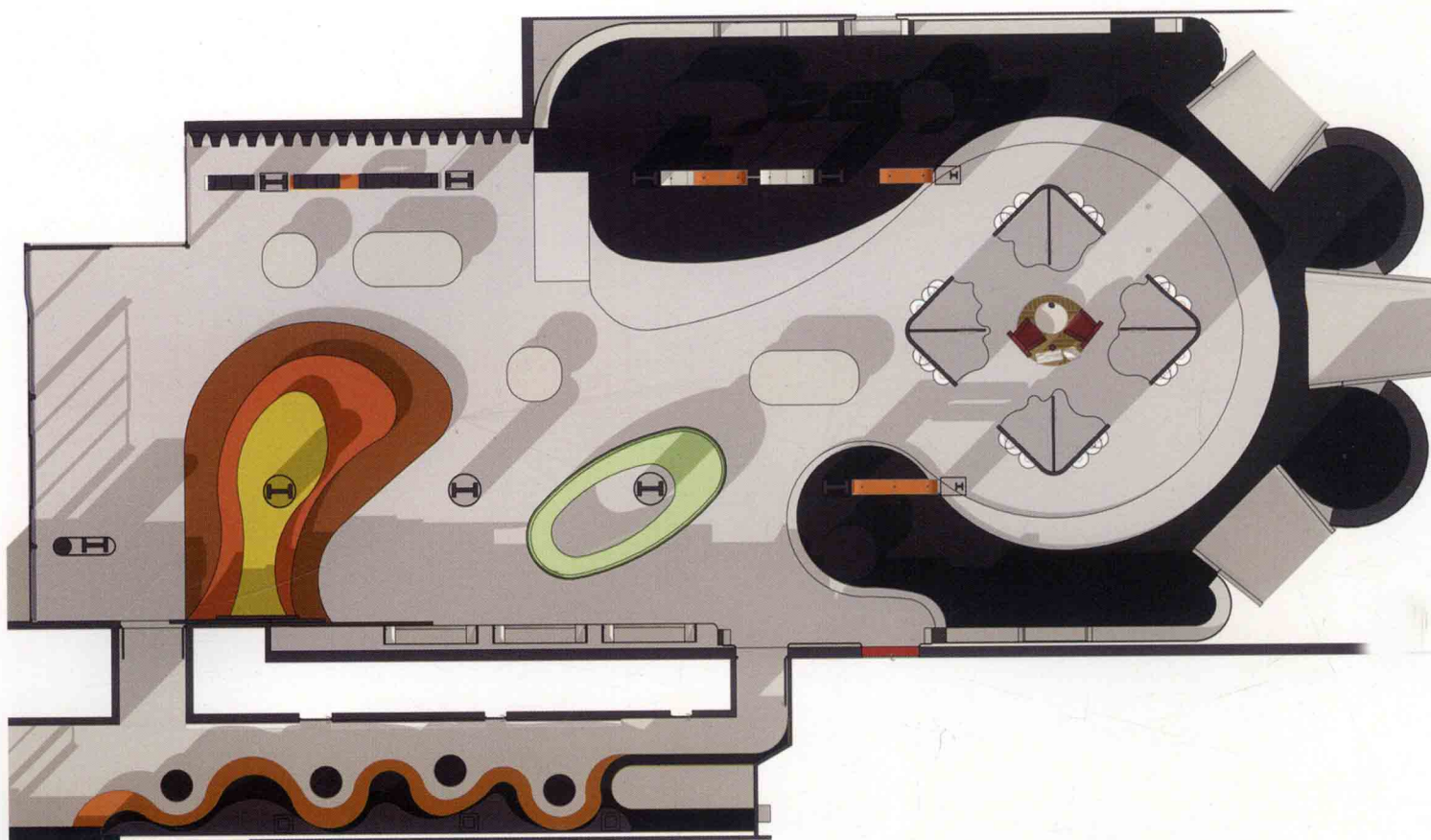
“Miss Sixty” 是一间新概念店，位于意大利佛罗伦萨，由“63工作室”与建筑师Vicky Hassan联袂打造。由于受到20世纪70年代娱乐场所色彩斑斓的设计风格的影响，Vicky Hassan致力于创造出一个梦幻的境界。于是他将此风格融入到设计中，并激发起建筑师们在以后的工作中对此风格做出一种全面、深刻的探索。建筑师们的灵感还来自于他们对自我的挑战——敢于将平面空间图形转换成三维空间结构。尽管设计的理念关乎于一家连锁店的风格，但是每间店铺都有着与空间结构、所处地理位置相关的独特“个性”。每间店铺的每一面墙都有一个属于它们自己的组成部分。衣架线条的无限延伸构造出店铺的轮廓，甚至连商品也成为设计中的一部分。Miss Sixty连锁店遍布全球，从东京到拉斯维加斯，从柏林到香港。Miss Sixty也以此设计风格成为闻名于世的连锁店。







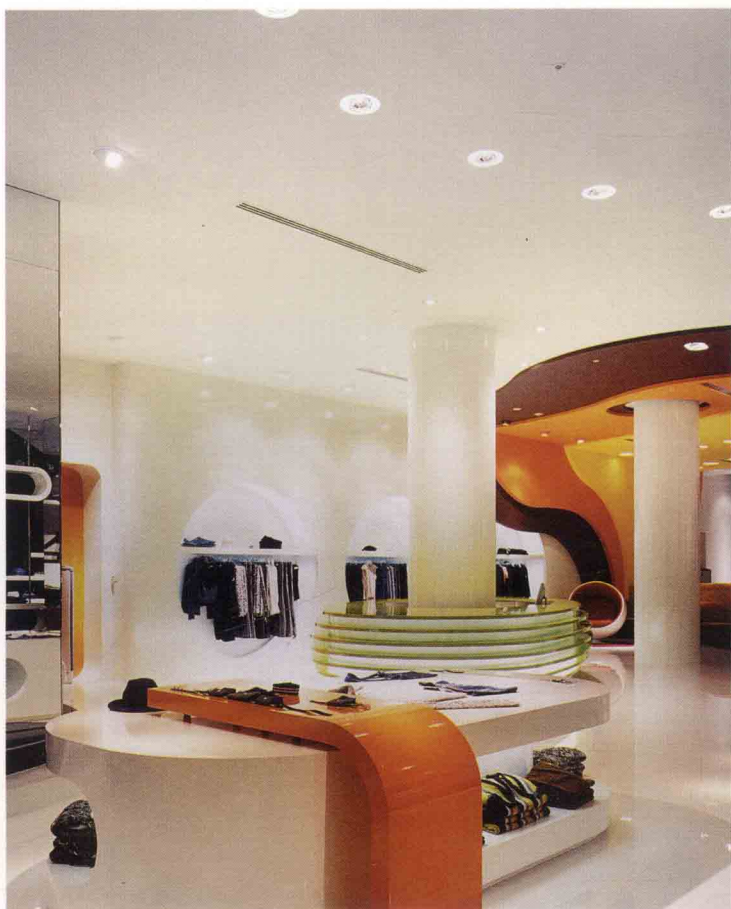


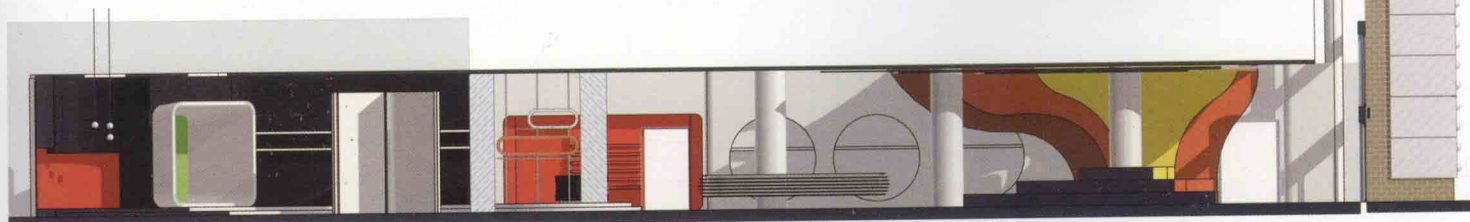
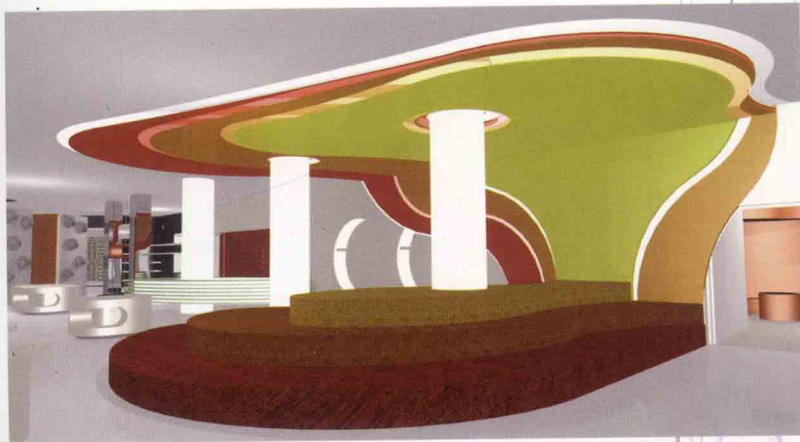
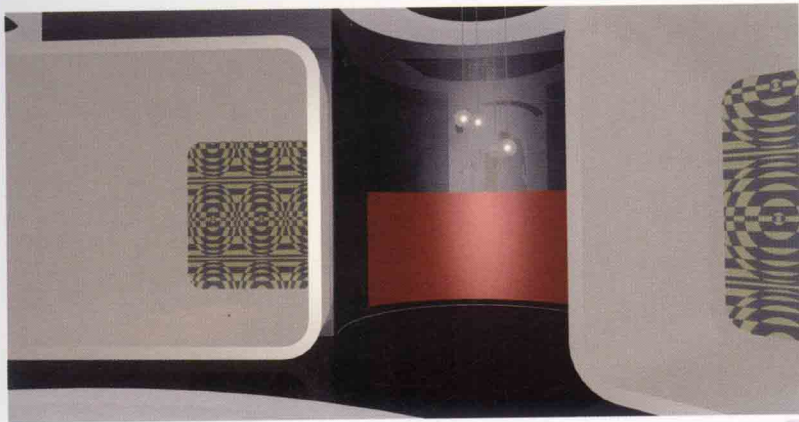


Ground floor plan
地面层平面图









Longitudinal section
纵立面图