

COMMERCIAL SPACE

• Shop Design • Restaurant & Bar Design • Exhibition Design

商业空间展览设计

深圳市艺力文化发展有限公司编



大连理工大学出版社

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Section One



009.....MOËT Marquee	109.....City Chain
014.....Barber shop	114.....Tea Shop
016.....X plus shopping hub revamp	116.....Marni SoHo, NYC
024.....Marni Accessories Milan	121.....Marni Macao
027.....NIKE Genealogy Of Speed	126.....OSAKA COLLEGE OF BEAUTY
030.....Alberta Ferretti Los Angeles	127.....Ami-e-toi
036.....PATRICK COX	129.....Bond Street Spa
039.....Paris-Texas	132.....225 Forest
042.....BOSCO PI AT VESNA	135.....West Elm Retail Store
SHOPPING CENTER	139.....HAIR CORNER
048.....Stefanel New Concept	142.....Summer Summer Store
052.....Marni Miami	144.....DURAS ambient Funabashi
054.....Aktipis Flower shop	145.....DURAS ambient Sendai
058.....Guys & Dolls	147.....Marni Aoyama
060.....Aveda & Xenses lifestyle spa & salon	152.....Villa Moda Souk al-Manshar
064.....Source	156.....Marni Accessory Shop Milan
067.....Calvin Klein Flagship	158.....Marni Madison Avenue NYC
075.....Marni Madrid	161.....Marni Barcelona
079.....Marni Sydney	166.....Heineken The City
081.....Ralph Lauren	171.....Kymyka
084.....Marni St. Moritz	175.....The Manchester United Experience
088.....NIKON shop	178.....Roba Bicycles Shop
091.....SAKURAGAOKA TAMAYA VILLAGE	180.....Sassoon
094.....Cox & Power	182.....LIM CODE
096.....Xenses	184.....APARTMENT+LIM
101.....HAIR MAKE Primula	186.....CAFÉ NIZA
108.....China mobile G3 concept store	190.....ZHOE ESTILISTAS
	192.....CITY20

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Section Three



295.....The Theatre of Immanence
302.....ENTRY PARADISE PAVILION
307.....Architonic
310.....Sala Ciutat
313.....Sherman Gallery Bibliotheca
316.....New Media Plaza
320.....MyHome
324.....ICEHOTEL
330.....SMOOTHNESS
TECHTILE EXHIBITION 2
332.....Hagoromo
333.....TECHTILE
336.....Level Green
340.....Digital Origami

Commercial Space





Shop Design



Restaurant & Bar Design



Exhibition Design

Section
One

Shop Design

MOËT Marquee

LAVA



MOËT Marquee

Client: Moët & Chandon Australia

Location: Spring racing Carnival, VRC, Melbourne, Australia

Project architect: Chris Bosse

Styling + project management: Amanda Henderson / creative director
Gloss Creative, Melbourne, Australia

Soft furnishings: Cameron Comer / Comer & King, Melbourne, Australia

Image and concept graphics: Round, Melbourne, Australia

Membrane, engineering and patterning: Taiyo Membrane Corporation, a
division of the Taiyo Kogyo Group

Photography: Dianna Snape and others.

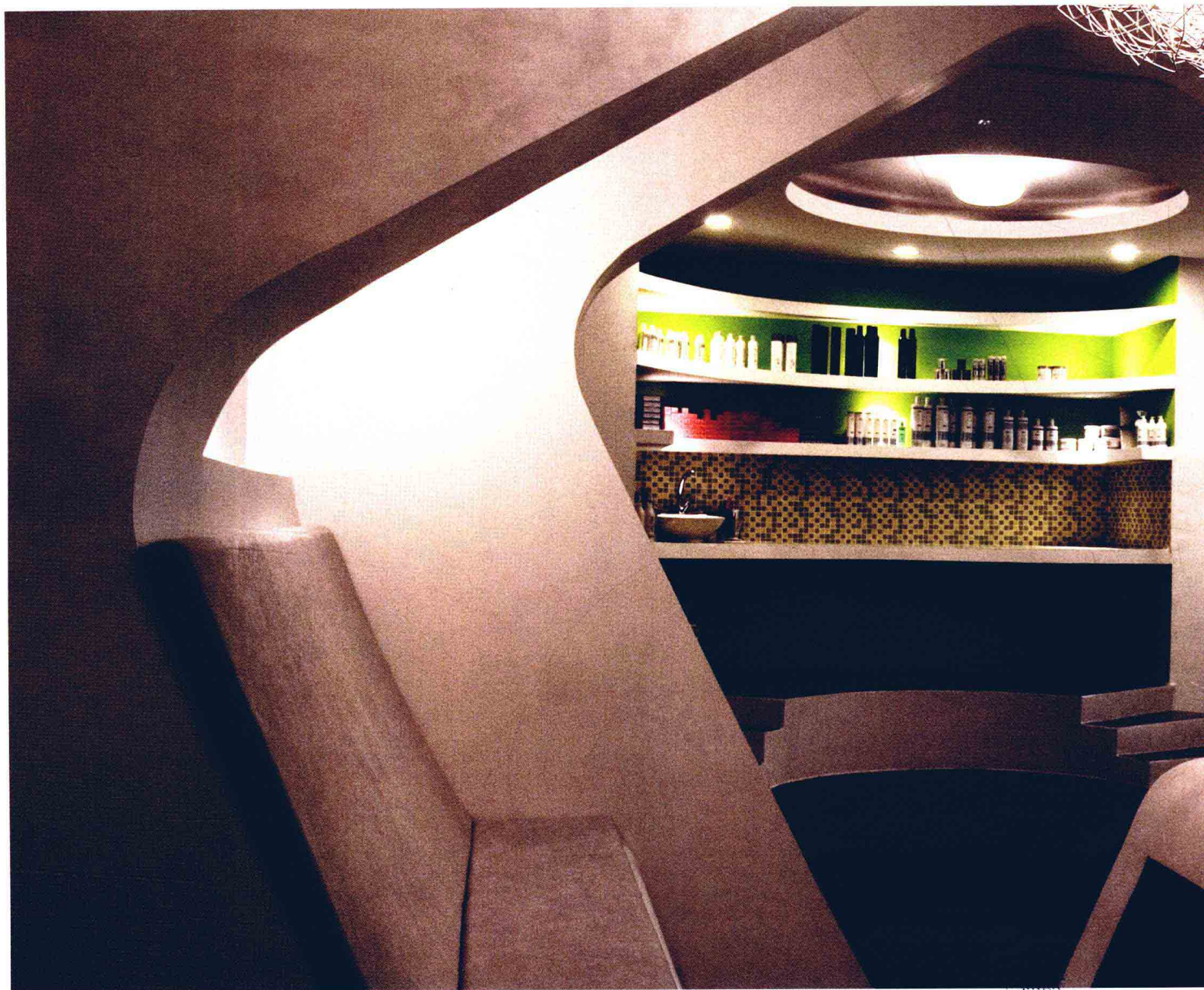


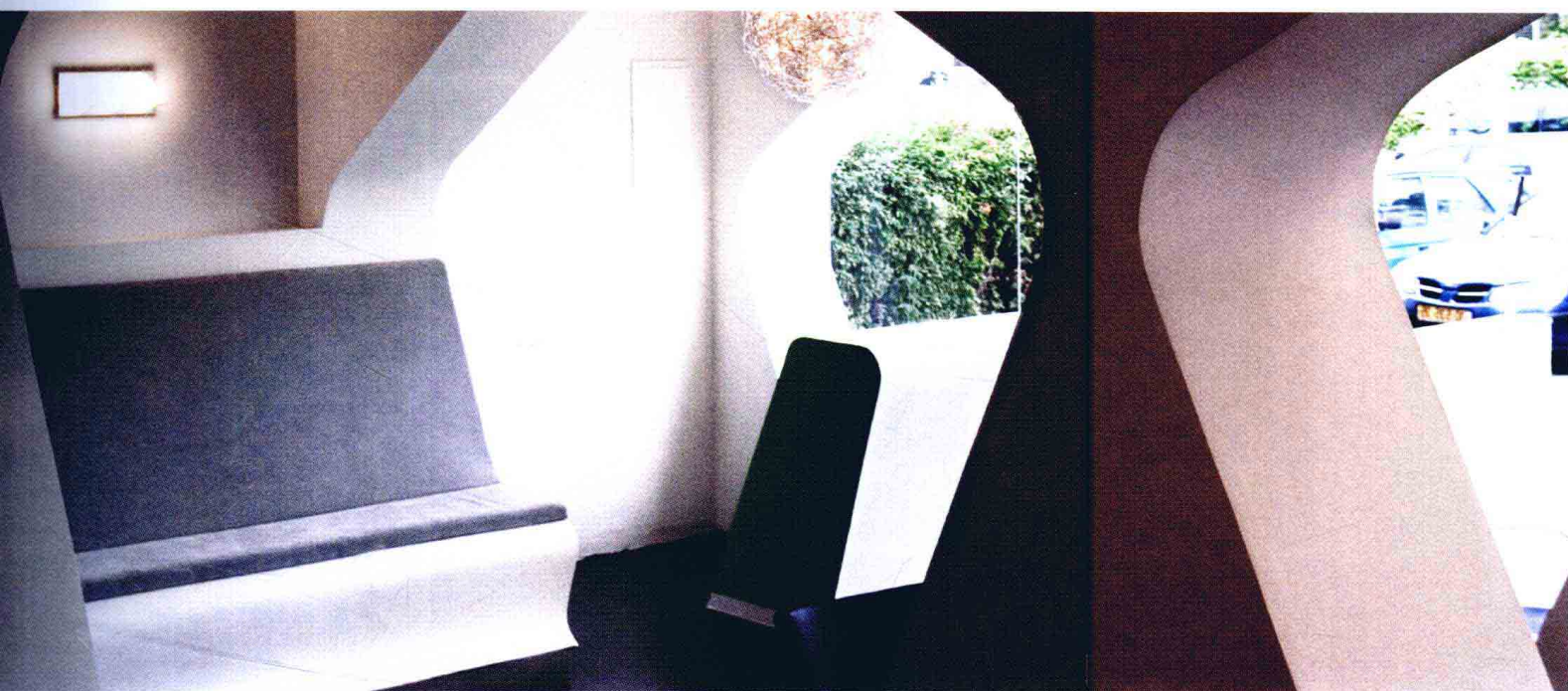
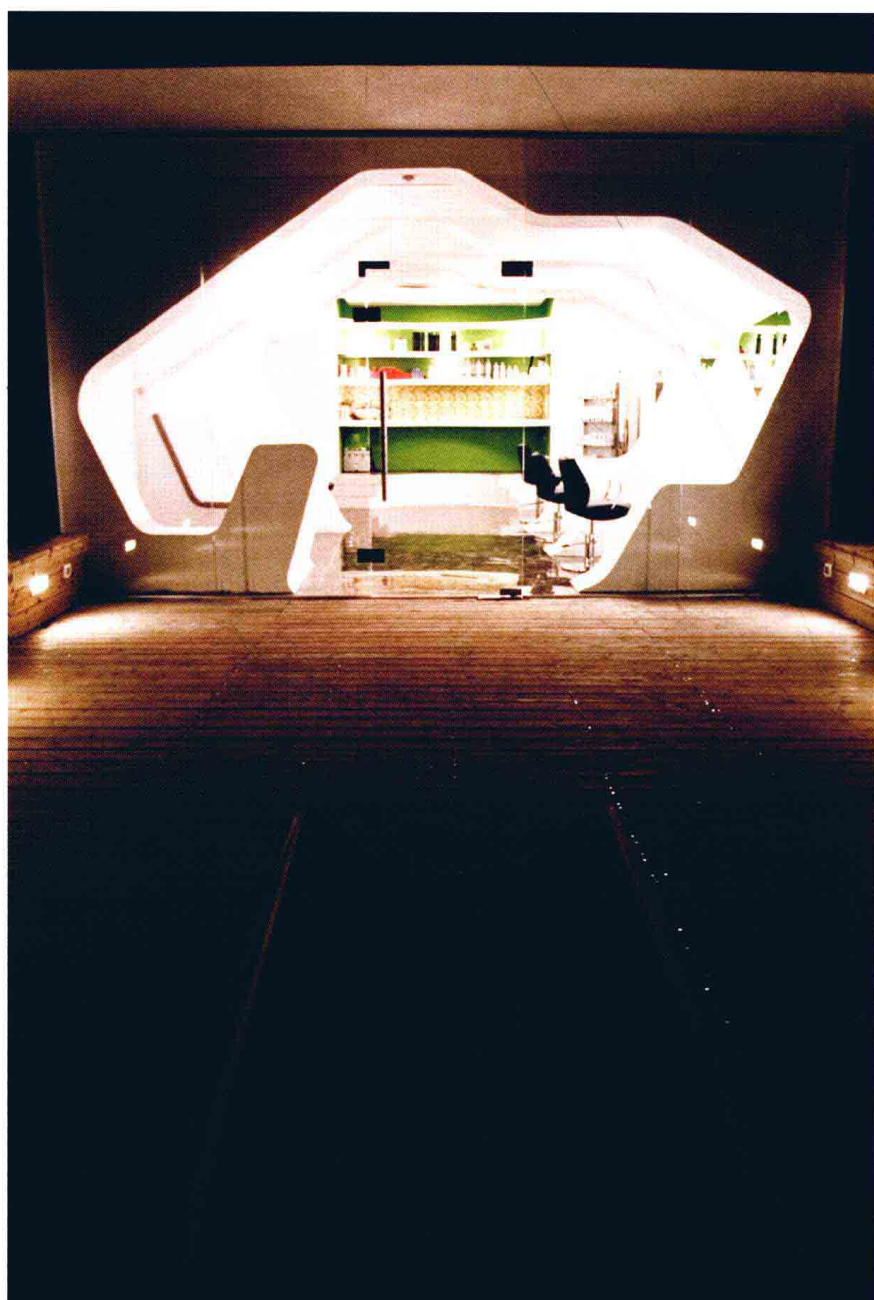














X plus shopping hub revamp

'X plus' is a new shopping facility within the LCX shopping centre located in Hong Kong, next to the world-famous Victoria Harbour. Wide range of local and foreign brands, from home decoration and toys to clothing, jewellery and beauty products can also be found in 'X plus'.

'Sea' was the main theme of the design, which was inspired by the store's prime location. Focal point of the store is an undulating blue ceiling that evokes images of waves curling on the wide expanse of the ocean, while visually connecting indoors and outdoors. The designer gave special consideration to ceiling, to be not only unique but also as neutral as possible: nothing to distract attention from the products for sale below and no competition between architecture and merchandise. The same criteria applied to the neutral white display tables were also considered. These units were used for the presentation of various types of products. 'X plus' demanded an interior-design concept that would simply combine different brands under one roof. It needed a plan that merged inside with outside sea view and linked the store with its surroundings in a sophisticated way.

