

# ALEXCHOI

## design Partners &

collections  
蔡明治设计精选作品集

Volume One  
Adventure  
第一册 破旧立新

深圳市艺力文化发展有限公司 编



华南理工大学出版社  
SOUTH CHINA UNIVERSITY OF TECHNOLOGY PRESS



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# CONTENTS

## RETAIL

### 零售

Azona a02 flagship store Azona a02 旗舰店	2
F.C.K flagship store F.C.K. 服饰旗舰店	8
BMW showroom 宝马汽车陈列中心	10
Semir chain store 森马服饰连锁店	16
K-Boxing men's fashion concept store 劲霸男士服饰概念店	26
Xplus shopping hub Xplus 购物中心	32

## OFFICE

### 办公室

KML Engineering Ltd. office 高明科技工程有限公司办公室	40
Global Star Entertainment & Technology office Global Star Entertainment & Technology 办公室	46
Studios of Centro Digital Pictures 先涛数码影画制作有限公司工作室	52
C.F.L. Enterprise Limited office 赛辉洋行有限公司办公室	58
Artapower International Group Ltd. office 艺达堡集团有限公司办公室	66
Pearltower Garments & Toys Co. Ltd. office 宝台制衣玩具有限公司办公室	70
Artapower International Group Ltd. headquarter 艺达堡集团有限公司总部办公室	76
Jeanswest International (H.K.) Ltd. - China head office 真维斯国际(香港)有限公司——中国总部办公室	80

## EXHIBITION & SHOWFLAT

### 展览厅

Young Achievers' Gallery 香港教育局荟萃馆	86
CLP Energy Efficiency Exhibition Centre 中华电力能源效益展览中心	92
CLP Smart Grid Experience Centre 中华电力智能电网体验馆	96

## RESIDENTIAL

### 住宅

A Private Villa in Santa Monica, L.A. 洛杉矶圣塔莫尼卡私人别墅	102
Bachelor's flat in Kowloon Tong 九龙塘住宅项目	112

Azona a02 flagship store  
Azona a02 旗舰店

F.C.K Flagship Store  
F.C.K. 服饰旗舰店

BMW showroom  
宝马汽车陈列中心

Semir chain store  
森马服饰连锁店

K-Boxing men's fashion concept store  
劲霸男士服饰概念店

Xplus shopping hub  
Xplus 购物中心

# Azona a02 flagship store

Azona a02 旗舰店

Hong Kong, China

中国香港

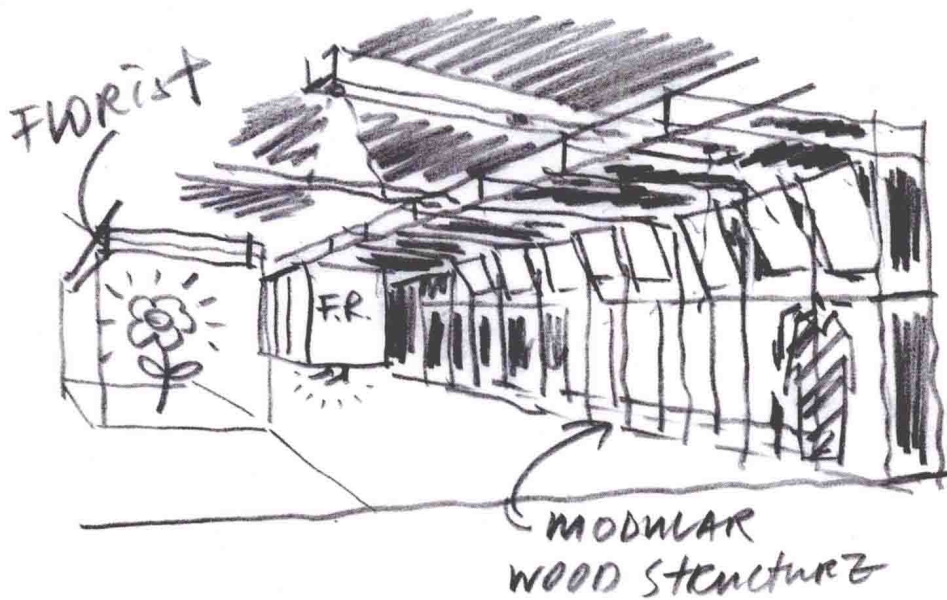
Area : 278.71m<sup>2</sup>

Completed Year : 2001

Design : Alex Choi

Photographer : ALEXCHOI design & Partners





Azona a02 is a quirky, playful “lifestyle” shop that carries a rich mix of clothes, accessories, music CDs and magazines, with the balance and range of items on display varying from shop to shop depending on location and demand. Asked to come up with a new “look” for the company’s existing and future stores, the designers therefore needed to devise a flexible system that would allow the creation of numerous outlets, each with its own rich layering of spaces but all finished to the same high quality. The designers chose to assign each product type a designated “zone”, creating a shop-in-shop configuration, while maintaining a cohesive look for the space as a whole through the consistent use of simple wooden oak frames. In this way, the shop maintains visual transparency, where customers are afforded views across different zones, allowing the space to overlap and disseminate. The wooden frames take on a chameleon-like quality, appearing as wall linings, ceilings and even freestanding or hanging racks, depending on different site situations. In the 55741 m<sup>2</sup> Causeway Bay shop, for example, a wooden frame acts as a ceiling, delineating the glass enclosure of a small flower stall. Elsewhere, they

act as display systems to showcase the clothes and shoes. Steps in floor height and different floor finishes are combined with the careful positioning of island display units to help guide the customers through the different areas of the shop, with many of the products on open display, encouraging customers to browse, touch and play. An extensive use of wooden flooring adds domestic warmth and friendliness to the overall ambience.

Azona a02 是一间别具个性的生活概念连锁店，集服务、配饰、音乐和杂志于一体，每间分店由于地点及顾客要求不同，陈列的产品种类亦大相径庭。客户要求设计师为现有及即将开设的分店构思一个全新形象，设计必须极具灵活性，以配合不同的店铺环境，同时保留各自的空间层次感，确保设计质素保持一致。设计师遂为各款产品赋予独立的展示区，营造出店中有店的布局，并将橡木框架重复运用到各分店中，令品牌的形象更为统一。如此一来，店内虽然划分成不同的产品区域，却保持了视线的连系性，令空间可以相互重叠及渗透。

橡木框架恰如变色龙般，以不同形式出现在空间之中，如墙饰、天花，甚至是独立的挂衣货架，视店铺环境而定。以面积达 557.4m<sup>2</sup> 的铜锣湾店为例，橡木框架天花围合出一个小小的玻璃花店，至于其他地方则用作陈列服装及鞋履的货架。设计师利用梯级地台和不同的地板物料，勾勒出一条清晰的购物路线，加上货岛的巧妙配合，引领顾客穿梭于店内的不同区域。大部分产品均采用互动开放的陈列方式，鼓励客户拿在手中慢慢欣赏，配合柔和的木色地板，令客人倍感亲切自在。















# F.C.K flagship store

F.C.K. 服饰旗舰店

Hong Kong, China  
中国香港

Completion Year : 1997

Design : ALEX Choi

Photographer : ALEXCHOI design & Partners



Back to 90's, Hong Kong fashion industry was stronger than ever, many up and coming and famous fashion labels from worldwide had chosen Hong Kong as a startup location for the Asia market. At that time, there were not many local fashion brands in Hong Kong and not mentioning to join this worldwide fashion battle. But anything has its exception, all you need to do is step forward.

F.C.K is one of the earliest local young fashion brands that flaunts the banner of "Made in Hong Kong" fashion. To stand out from a bunch of renowned International brands, the design went for the minimalism approach instead of embellishment. The design exaggerated the simplicity and brightness of the area so as to make it more spacious than its size. The two local designers who came from different background: Fashion and interior shared common beliefs of creativity, simplicity and detail, and the synergy of the beliefs has opened up a brighter future for Hong Kong designers in all kinds of industry.



追溯到 20 世纪 90 年代，香港时装行业是比以前任何时候都强，许多来自世界各地的未来时尚品牌和当时已经著名的时尚品牌都选择香港作为亚洲市场的启动位置。当时，香港没有许多本地的时尚品牌，也没有涉及加入全球时尚品牌的竞争中。但任何事情都有例外，你所需要做的是向前迈进一步。

F.C.K 是当地最早的年轻时尚品牌之一，招展着“香港制造”时装的旗帜。为了从一群知名国际品牌中脱颖而出，设计运用了简约主义的方法而不是大量的装饰。设计放大区域的简约性和明亮感，以使它看起来比其实际大小更宽敞。两个来自不同背景的本地设计师：时装设计师和室内设计师共同信仰的创造力、简约、细节以及协作，为各行各业的香港设计师开辟了一个光明的未来。



# BMW showroom

宝马汽车陈列中心

Xiamen, China

中国厦门

Area : 1,393.55m<sup>2</sup>

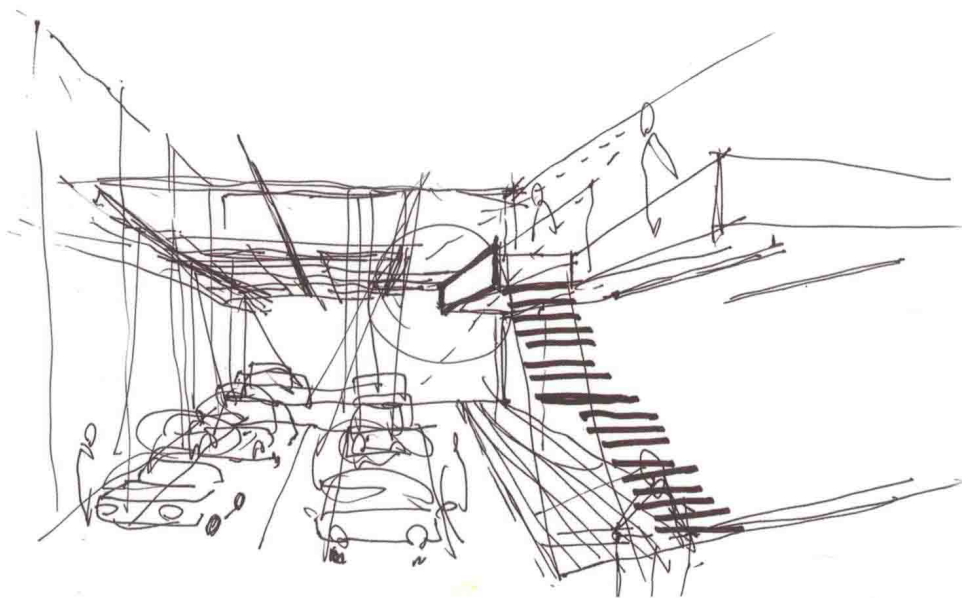
Completion Year : 2003

Design : Alex Choi

Photographer : ALEXCHOI design & Partners







The significance of this project lies in the fact that this was not only the first flagship BMW showroom in Xiamen, but also the first of its kind to break away from the global design guidelines laid down by the headquarters in Germany. Rather than the standard, sparkingly clean white box in which the cars are displayed almost as works of art, the designers designed the showroom with a new look fashioned primarily in glass and metal, turning the whole space into a display of the three-dimensional design excellence for which BMW is renowned. The scale of the space was impressive, with a generous ceiling height that allowed designers to insert a mezzanine floor to house the sales offices. A linear staircase leads up to a broad balcony, from where customers can appreciate a bird's eye view of the car they might be about to order. Light in weight and slender of proportion, the staircase was conceived as the showroom's focal point, commanding the immediate attention of all who enter. The existing steel soffit was left deliberately exposed, but partially concealed by localised ceiling panels and suspended lighting frames that follow the linear geometry of the architecture. This was also reflected in the way

the vehicles are laid out, creating a streamlined look consistent with the rational precision central to German aesthetics.

本个案不仅是宝马位于厦门的首间旗舰店，亦是全球首个率先打破德国总部既定设计规范的陈列室，故此别具意义。有别于一贯标准的白色方块空间，以及纯粹视轿车为艺术摆设的陈列方式，设计师赋予了陈列室一个全新形象：以玻璃和金属为主要物料，将 BMW 最得心应手的三维设计艺术充分展示出来。陈列室的空间宽广，楼底高，即使加设了夹层，依然感觉宽阔。一条长直楼梯通往上层的销售处，顾客可在此俯瞰轿车的整体外观。楼梯的设计比例虽然轻盈，却成为陈列室里最瞩目的焦点，吸引着任何进入陈列室的客人目光。刻意显露的钢制天花梁底，其中一些部分安装了天花镶板，吊灯架亦按照建筑物的几何线条排列。轿车的陈列方式亦反映出这种流线形态，正好迎合德国人所强调的理性、准绳美学法则。



