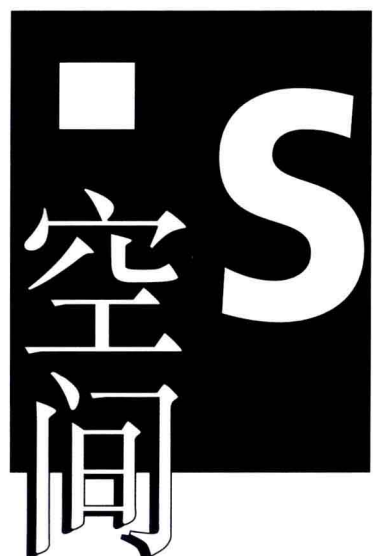


Shopping Space

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购物空间

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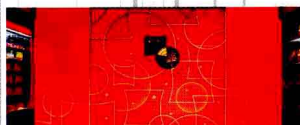
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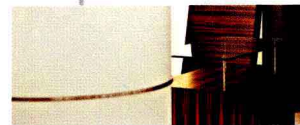
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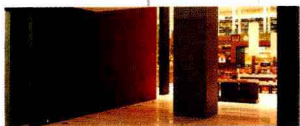
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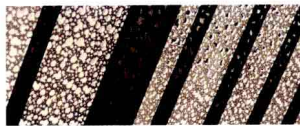
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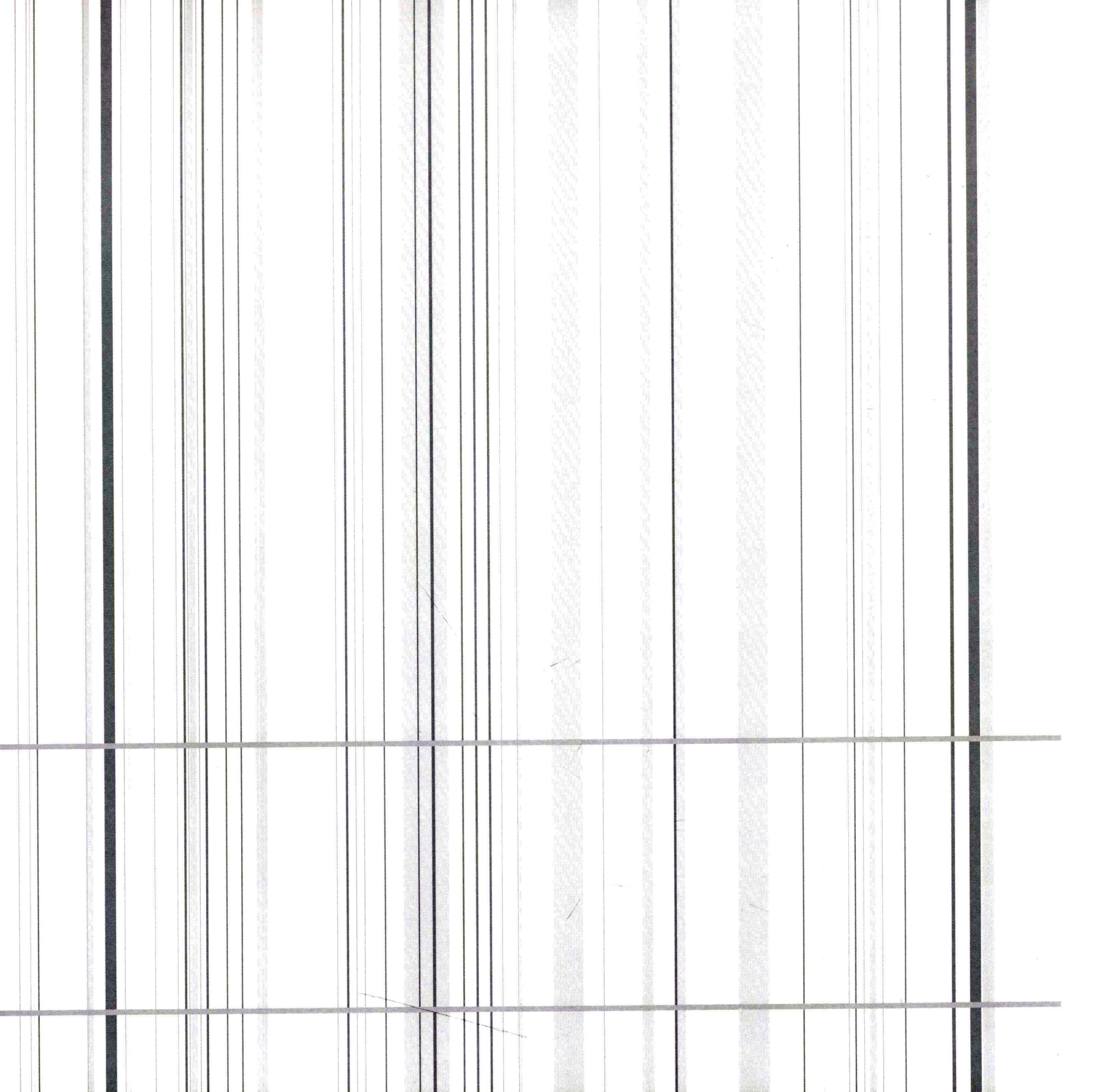


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购物空间

■ S | *shopping space*

阿玛尼旗舰店

中国上海Shanghai, China

■ 1500m²

Claudio Silvestrin Architects

Massimiliano Fuksas

Atelier Pacific



外滩三号坐落于上海黄浦江畔。这幢建筑在20世纪初为有利大楼，现今摇身一变，成为一个汇集时装、艺术及娱乐的综合大楼，享负盛名。由于之前曾空置多年，外滩三号的内部需要进行大规模的装修，方能重新使用，而此工程则由建筑大师Michael Graves亲自操刀。虽作广泛改建，但建筑外貌及具历史特色的元素皆被保留下来。

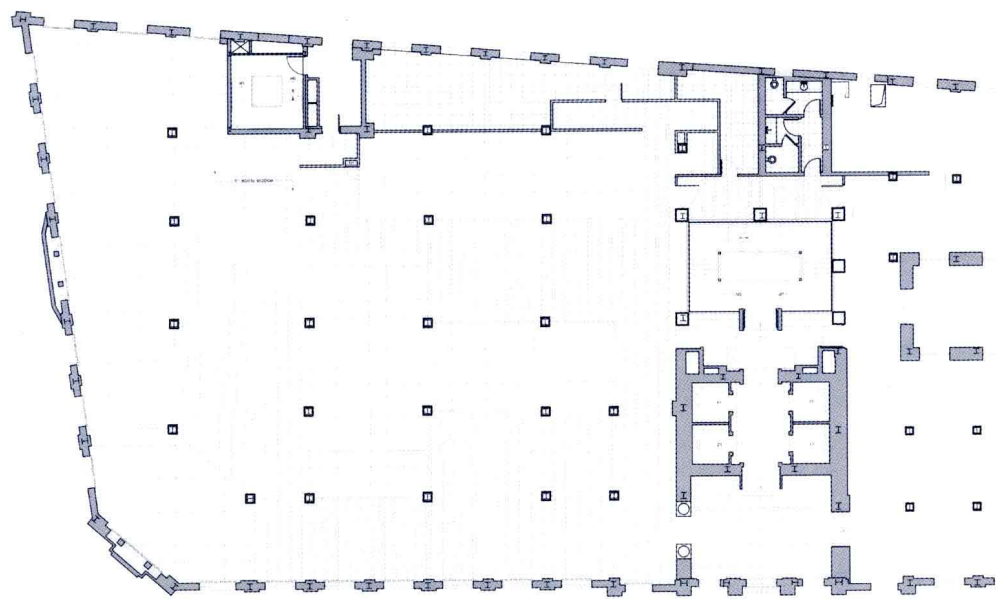
外滩三号零售楼层的总面积约为1500平方米，由香港的Atelier Pacific负责设计及协调，并监督工程的进行。地面层划分为乔治·阿玛尼和安普里奥·阿玛尼两家旗舰店，同时还设有潮流服饰走廊，陈列了如Yohji Yamamoto和Costume National等品牌，而一楼则是女装及配饰的专卖区。乔治·阿玛尼店由伦敦的Claudio Silvestrin Architects设计，主要采用着色铁木、可折叠织物和镜钢等素材；而罗马的Massimiliano Fuksas则为安普里奥·阿玛尼选用了波浪状强化玻璃纤维石膏板、亚克力灯管和环氧地板。男女服装走廊配合具历史性的建筑特色，造成开敞式的布局，从而构成与各商店或相互衬托，或互成对比的效果，同时亦可通过引入街外的生活元素而灵活转变为多个迷你时装店。经修复的木地板与独一无二的定制陈设，为洋溢青春气息的时尚服饰塑造出兼容并蓄的背幕。

Three on the Bund is a pioneering prestigious retail, arts and entertainment complex in the early 20th century Union Insurance building on Shanghai's river Huang Pu Bund. Having stood empty for years, the building required extensive re-modeling to the interior, to a masterplan by Michael Grave, although the exterior facade and key historical elements had to be retained.

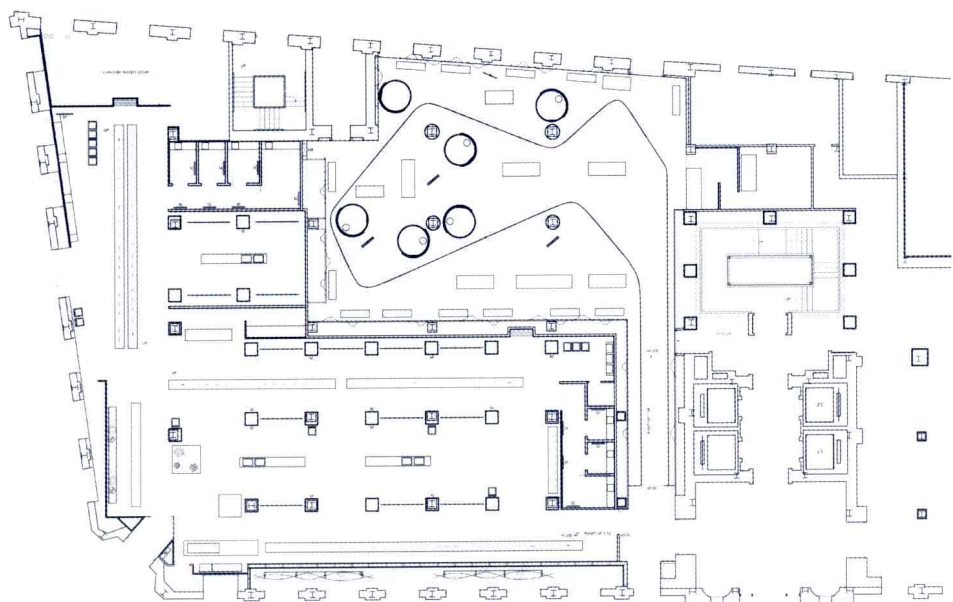
Based in Hong Kong, Atelier Pacific was responsible for the design and coordination of all the retail floors, totally approximately 1,500 sq m. The ground floor was split between two flagship stores for Giorgio and Emporio Armani, plus a fashion gallery for brands such as Yohji Yamamoto and Costume National, while the first floor serves as a similar gallery for ladies fashions and accessories. Atelier Pacific facilitated and oversaw the realization of the Armani stores to designs by Claudio Silvestrin Architects of London (using a combination of stained wenge timber, folded fabric and mirrored steel for Giorgio Armani) and Massimiliano Fuksas of Rome (using undulating Glass

Reinforced Gypsum (GRG), acrylic light tubes and an epoxy floor for Emporio Armani). The men and ladies gallery spaces seek to complement and contrast with these stores by offering open-plan environments sympathetic to the historical building fabric yet flexible enough to allow changing mini “boutiques” that emulate some of the life of the street outside. The recovered timber floor and unique custom-designed display furniture provide an eclectic backdrop to the young contemporary fashions on display.





一楼布局图 1/F layout plan



地面层布局图 G/F layout plan



乔治·阿玛尼旗舰店由伦敦的Claudio Silvestrin Architects设计，采用了着色铁木、可折叠织物和镜钢。Designed by Claudio Silvestrin Architects of London, the flagship store of Giorgio Armani uses a combination of stained wenge timber, folded fabric and mirrored steel.

