

JAPANESE STOREFRONT DESIGN

日本店面设计 曲金玲 编 常文心 杨春玲 译



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Japanese Characteristic Storefronts

日本店面设计

Storefront design is a comprehensive art form, which consists of architecture, decoration, and surrounding landscape. The commercial districts in Japan are a place where exchanges of culture and commerce are active between Japan and the West, and where both pop design and Japanese style can be found. Storefronts play an important role in attracting customers by adding characteristics and charms to the shops. Every detail in designs such as layout, colour, lighting, advertisement drawing, logo design, and huge display cases, will directly lead to perfection and become important elements that capture fashionable Japanese styles, regardless of which kind of design styles. Success in storefront design is dependent on many factors, such as how to emphasise the brand identity in the most effective way, how to raise the brand competitiveness and how to play up to consumer psychology. A well-designed storefront can identify the value of its own and elegantly raise the brand's profile, develop an enjoyment of shopping experience and stimulate purchase through visual appeal.

店面设计是一种集建筑、装饰、周围景观为一体的综合艺术表现形式。日本商业区是东西方文化杂糅之地，也让艺术与时尚在此相逢。这里既有迎合流行文化的现代派店面造型，也有不乏回归传统的简朴设计，无论哪一类，设计上的每一个细节，比如：布局、色彩、灯光、广告画、Logo设计、大型展台设计等等，都充分考虑到如何能够突出品牌的个性、展现品牌的竞争力，和如何保持与人们的消费心理高度的协调等等，通过完善品牌店的外观使消费者在购物的同时享受设计的奇思妙想所带来的视觉快感。

In this book, listed are the storefront designs of many world's top brands and distinctive stores in upscale shopping districts in Japan. The features of Japanese storefront design are summarised from the aspects of structure, material and style.

本书汇集了日本繁华地段的一些国际知名品牌和别具特色的时尚店铺，从结构、材料、风格等方面可以看到一些当前日本的店面设计特点：

Ginza resembles a contemporary art gallery that exhibits the architectural works of world-renowned artists from Japan and other countries. It is all the rage among young generation who pursue fashionable products, and is always considered as the fashion area of Tokyo. Futurism with quirkiness and carelessness is the main theme in some designers' brands, flaunting freedom, sharpness and flamboyance. One of the best examples belongs to the fashion heavyweight Giorgio Armani. The Ginza Tower is a thirteen-storey building decorated with bamboo shoots encased in transparent glass. This building of Western luxury brand is infiltrated with traditional oriental humanism. In the evening, "bamboo leaves" are illuminated with pink lights, which is spectacular. This type of stores with towering buildings are suitable for the limited space in Japan, but interestingly clash with the mild and containing personality of Japanese islanders.

一、东京银座商业区犹如一座现代设计博物馆，高大的品牌店建筑在这里鳞次栉比。一些拥有独立的品牌建筑的商店，以其自由、干练和张扬的气质使这些设计充满了未来主义的离奇和洒脱的品格。像银座的阿玛尼整体店，总共13层，建筑外观模拟了竹子的造型，渗透着传统东方的人文主义理想。晚上，泛着粉色光的“竹叶”成为引人注目的景观。这类店面的外观挺拔，其高耸的结构不仅迎合了日本这样空间有限、生活区域狭窄的环境，又与这个岛国的温和、内敛的性格相映成趣，深受当代时尚青年的喜爱。

The store window space is one of the most important elements the designers need to deal with and it is used to grab the attention of passers-by. Meanwhile, an excellent store window design is critical in storefront design, reflecting store positioning and the characteristics of brands. Glass is commonly used for doors and windows. Many stores even install glass façade, creating an open environment and allowing views between interior and exterior at all times. The use of glass brings high transparency with special visual effects under influence of lighting inside and neon outside. Prada flagship store located on Omotesando in Tokyo is an unconventional six-storey building covered with diamond-shaped glass panes. The steel frame is softened by curved glass. In twilight, the framework resembling fish scales is striking.

二、要能够体现出商店的定位和特点，橱窗部分是个关键。透明玻璃是目前比较常见的店面橱窗材料，不少品牌店甚至由下至上通体使用大面积的玻璃幕墙，建筑及店面看起来透明度极高，让店内的商品、设备及服务等全方位地向街道开放，促使内外彼此贯通，给人透明、洁净的感觉。在室内灯光和外部霓虹灯的映衬下，玻璃橱窗所产生的效果让店面能够全天候地展示，店面与光线之间的互动关系也更为紧密，便有了白天观店外造型，夜晚看店内灯光的两种视觉体验。像位于东京都表参道上、被称作透明式金鱼建筑的普拉达本部，借用建筑本身夸张的鱼形外观，配合平滑、利落的玻璃表面，形成刚柔相济的效果，在黄昏时分，其鱼鳞似的框架结构最为清晰动人。

Another trend is to highlight brands' features by store designs. The Chanel building is what first comes to mind for most people when they think of Ginza. This ten-storey palace of glass is the biggest Chanel store in the world with fifty-six metres in height. The shiny glass reflects the busy street. Peter Marino, an American architect, got inspiration from Chanel's signature tweed and incorporated it into his design. No matter how near or far, the features of the brand will be obviously seen and be associated with the brand. Dior Ginza is also a high-rise building, which is gentle and rather understated. It is completed with two layers of aluminium finished with fluorocarbon paint. The outer layer is perforated to reveal the illuminated inner skin. The exterior design recapitulates the brand's signature Cannage pattern. Kazuyo Sejima, the Pritzker Prize winning designer, described that a woman dress made it!

三、突出品牌特点也成为店面设计的重要手段。拥有10层楼、56米高的香奈儿银座店被人称为具有传奇色彩的“玻璃宫殿”，也是香奈儿品牌在世界上最大的店面。建筑表面的不锈钢和大面积的玻璃犹如反光镜一般映照照着银座熙熙攘攘的街道。更为特别的是，从底部的店面到整个建筑体的外墙，美国建筑师彼得·马里诺将香奈儿经典的斜纹软呢作为主要的设计元素，使人无论从近处或远处看，都能随时联想到该品牌的特色。迪奥东京表参道店也是一个巨大的“玻璃体”，与其他的“玻璃”建筑比起来多了一分女性的柔和与细腻。透明玻璃与其内部如裙摆一样的特殊丙烯酸板材料组合而成一座晶莹剔透的“水晶宫”，体现了迪奥夸张又暧昧的品牌风格，设计师妹岛和世因为迪奥的一款带褶的女装，由此联想出了如今像布一样柔软的设计。迪奥的银座店也以该品牌的经典藤格纹的图案作为外观的设计灵感，成为标志性建筑之一。



In contrast to luxury consumption, simple and natural style is valued by mass consumer culture. Stores which target to this type of consumers are relatively small in scale without complicated decoration. They are usually very affinitive and at ease. Glass doors and wide windows are commonly seen. Uniform tone is utilised to emphasise store integrity due to limited space. Moreover, mannequin is a must to demonstrate products and attract consumers. Shoe shops, beauty salons and bakeries are also involved in a similar style.

四、“简约大方，个性自然”是一些倾向于大众消费的店铺所推崇的风格，普遍有着受用于民的亲和力和自由自在的艺术气息。这些专卖店规模不大、格局简洁，少有豪华的材料，主要采用简洁的水平玻璃门和舒展的长窗；使用单一的纯色或统一的色调来强化铺面的整体风格，以免喧宾夺主；要在尽可能小的空间做尽可能多的事情是不容易的，模特展示便成了这类店铺的重要推销手段，丰富多变的商品在门里门外一一得以呈现，让其人气不坠。一些特色专卖店和综合购物中心大大小小的“店中店”的店面多为这种风格。如果说知名的大品牌拥有着固定的高档消费人群与光顾者，那么这类店应该是属于每一个人的。

Far from modern makeovers, the traditional Japanese storefront design represents the unique Japanese civilisation. Thriftiness is honoured and naturalism is appreciated in Japan. Many specialty stores, variety stores and restaurants are still loyal to Japanese traditions. They amiably blend tradition with modernity of contemporary Japan. These stores are usually small and earthy, but with a touch of elegance. Wood frames are preferred over industrialised synthetic materials. Patriotism is addressed in store design as well. Sakura, lantern and calligraphy are characteristic. The traditional Japanese restaurants have developed a true food culture. They opt for top-quality cuisine and merit a fine combination of colour, shape and taste. Sashimi, Sake and tatami are basic elements or symbols of Japan, which are transformed into outer visual expression.

五、现代商业帷幕后也有数不尽的惊喜！传统日本风格的店铺没有了闹市中的那分哗众取宠，取而代之的是日本民众对传统文化的忠诚和归依于自然的理想。个性小铺、日杂铺，餐馆，均展现出日本的独有品位，即使在繁华之处，仍显得十分随和。我们在街头看到的一些传统店铺，精致、小巧，简洁又朴实。他们很少采用现代主义工业化合成的材料，大多利用木质框架突出材料的本色美，这种崇尚自然元素的“固执”让这些店面看起来真实质朴、恨不得有去触摸一下的渴望。纯日本式的店铺或餐馆一般不过两层。巨大的玻璃橱窗里，樱花、灯笼和传统书法——这些为日本民众所信奉的民族符号尤为夺目。同时，严谨、讲究的日本人要求将料理本身所具备的“色、形、味”体现在店面上，通过传达店铺的内在属性：生鱼片、清酒、书法、布艺、暖桌、榻榻米——这类能够体现日本传统生活习惯的元素，将它们转化为外在的表现形式，比如，巨大的菜肴模型、写有“酒”字的招牌、印着传统书法和图案的门帘——而且，对于一个资源有限岛国——日本，充分地利用季节性的食物制作菜肴，塑造了日本人节俭的品德，于是设计师也会将这些自然因素和人民的特殊心理渗透进店面的设计中，成为日本传统店面的一大特色。本书大致涵盖了以下几种类型的日本餐馆：

Japanese nationality and personality influence the storefront design. The best example is the red lantern restaurants. As the name says, a string of red lanterns are hung under eaves, which create a cosy environment. This type of restaurants has been retained as part of the historical evolution. They are built with wood, with curtains hung over the doorway. So the customers have to bend their heads to get in. The setting is not lavish but simple and down to earth. This reflects Zen, a major aesthetic trend in Japan. Fake food samples are displayed by the windows. These are the best advertisement.

首先，有一类“红灯笼餐馆”。这类餐馆，顾名思义，是以悬挂在店门前的红灯笼命名的。通常店主会在房檐处挂上一串小灯笼，到了夜晚，店面会被照得通红，给人温暖舒适的感觉。这类餐馆常带有规矩的木门、原木的色泽、朴素的灯光，门帘的高度只需顾客稍微低一下头。这样简单的设计看起来谈不上排场，一切看起来是那么质朴、简单，或许这源于日本人所向往的简洁、清幽、闲适和趋同自然主义的理想，而这一颇具“禅”意的审美取向使这些看似朴实的门面同样拥有精致的品格。其次，有些大众餐馆没有豪华的“外包装”一样吸引路人的驻足：将极可以假乱真的塑料食物样品巧妙地摆满整个橱窗或放在店外的展桌上，这即是他们最奏效的“广告”。让客人为了满足“视觉需求”而“自觉”地走进店来。

Moreover, Japanese people have a special way of thinking and taste of aesthetics — efficiency is emphasised in Japanese culture. Therefore, here come mini-restaurants! Even though the accommodation is very limited, the atmosphere is relaxing. After a day's work, the peace of mind can be achieved by dining in a small, quiet and comfortable restaurant.

此外，由于生活空间狭小，日本民众有着一一种特殊的思维模式和审美感受——钟情于“小而精”，有一种传统的小餐馆应运而生。无论从门面设计或规模上看，可谓有些“冷清”，第一眼望去，只能用“迷你”和简易去形容；然而虽说其小，却应有尽有；能容纳的客人不多，但足以用来放松。大概在结束了忙碌的一天后，一个舒适、惬意，又无需多大的地方对寻求清静的人来说是一种莫大的心灵补偿。因此，简朴、低调及远离嘈杂便成了这类店面设计最想捕捉的感觉。

Lastly, some Chinese restaurants in Japan are also introduced. They are mainly located in Chinatown of Yokohama. The Chinese style is distinctive. The wooden structure is symmetrical, with upright post, crossbeam, and purlin.

本书末尾，介绍了一些进驻日本的中式传统餐厅，主要汇聚于有着百年历史的横滨中华街上。中式的设计思路让店面看起来与众不同，多表现为中国传统建筑学所追求的基本构造。总的来看，店体呈现经典的均衡对称的造型：有立柱、横梁、顺檩等框架结构，木制、石刻或彩绘装饰的美丽图案，也有活泼生动的两翼上翘的门檐和延伸到屋外的直线和曲线组合而成的飞檐——借助红砖绿瓦、象征富贵吉祥的浮雕，这些中国传统建筑元素显示出格外的气派与张扬。中国人所喜爱的那种热闹、喜气团圆的气氛，在这里都可以找得到。

Brand Stores

时尚品牌店

GIORGIO ARMANI

阿玛尼整体店

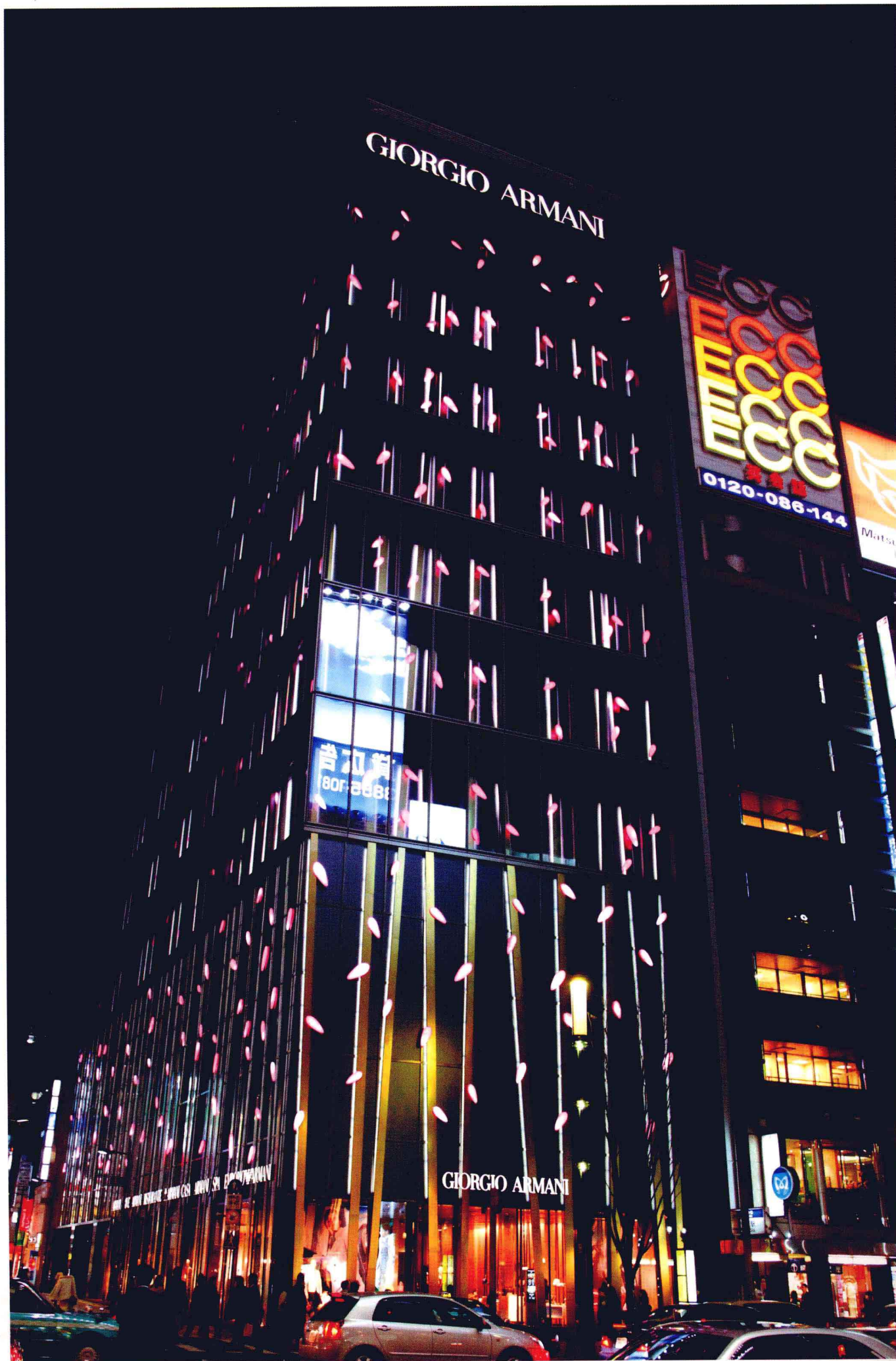
Ginza, Tokyo

东京银座店



Giorgio Armani's storefront design perfectly combines elegant luxury and absolute modern classic fashion. Bamboo, as a culture symbol of grace and Zen, is decorated on the façade. Shining in the brightly-lit city, the store looks like a dynamic bamboo grove. The peaceful light and colours break through day and night. The front door is an entry at the lower level of the grove, taking the connotation of Giorgio Armani from outside to the inside of the architecture.

阿玛尼整体店的店面设计将高雅奢侈的理念和绝对现代的持久时尚概念集于一身。将竹子这一优雅并富有禅意的文化符号装点于外表，在灯火辉煌的城市脉搏中闪烁，宛如一片动态的竹林，以其安详的灯光和色泽贯穿了白天和黑夜。店门恰好在“竹林”的底部形成一道入口，将阿玛尼整体店的内涵由表及里地延伸到建筑体中。



Brand Stores

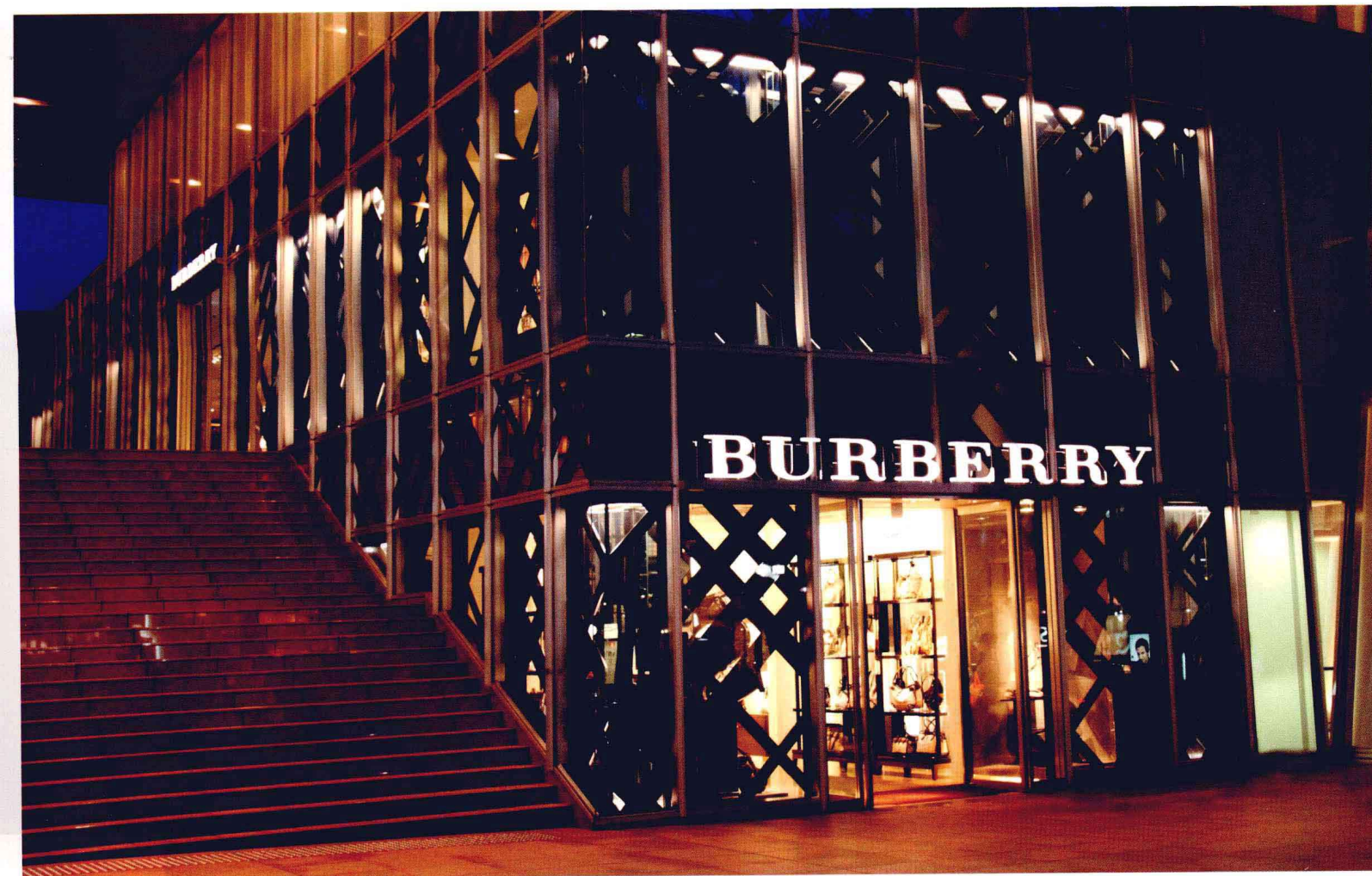
时尚品牌店

GUCCI

古奇

Omotesando, Tokyo
东京表参道店





Among various internationally famous brands in the Omotesando shopping district, Burberry is extremely popular. The straight and sharp metal framework represents Burberry's eternal fine quality, while the black stripes all over the glass walls are a reproducing of the brand's classic stripe pattern.

一线品牌林立的表参道上，巴宝利品牌是众人趋之若鹜的对象。笔挺、锋利的金属框架恰如巴宝利恒久不变的优良品质，布满玻璃围墙的黑色的斜纹再现了巴宝利经典斜条纹格子的图案。



- ↑ Prada Ginza's design style conforms with Japanese idea of simplicity and naturalism. The perfectly designed details on simple and concise concept highlight the brand's elegance and decency. The display windows show Prada's unique temptation to the surroundings.

普拉达银座店的设计风格契合了日本人崇尚简约、自然的想法。完美的细节在简洁、利落的设计理念上凸显出了其品牌高贵与大方的优质品格。展窗的陈列以同样的方式向周围展示其独有的品牌诱惑。

- Prada Omotesando looks like a shining crystal golden fish. The glass façade waves with the diamond-shaped structure frame, making the whole building dignified and steady. This irregular form shows a unique visual impact in the limited space.

普拉达旗舰店在表参道的尽头犹如一条闪闪发光的水晶金鱼，随着菱形的建筑框架而凸凹起伏的玻璃表面使建筑体看起来沉稳又厚重，这一不规则的形体在有限空间里极具视觉扩张力。





Chanel Omotesando decorates the wide street in a special way. Grand geometric structure and clean transparent display windows provide a visual experience of combining softness and hardness, and feel like an abstract and natural artwork of structuralism. The storefront is enclosed with glass, so passers-by can view everything in the store.

表参道上的香奈儿品牌店将这一宽街装饰得不同寻常，高大的几何型结构与光洁透明的玻璃橱窗有着以柔克刚的视觉体验，又像是结构主义渲染下的抽象又自然的艺术品。店面以玻璃围绕四周，通透得使店内陈列一览无余。



Taking Chanel's classic "Tweed" as the basic design element, Chanel Ginza has an image of cleanness and freedom. The display windows attract people's eyes by its strong countryside style. Mild smell of straws and randomly placed but orderly stack set off a backdrop for the models in Chanel dressings, making them look natural and wild.

香奈儿银座店在其经典的“斜纹软呢”的设计元素的指引下，塑造出一派干净、洒脱的格调。展窗部分以浓郁的田园风格布满行人的眼帘。青涩的稻草香、随意摆放却又不失章法的稻草垛，将前方身着香奈儿精美衣裳的模特衬托出自然又略带野性的美。



Looking from outside, Wako Ginza is a large-scale high-end luxury store. Passers-by can look through windows to see the inside. It seems like a heavy footstone, calming down restlessness in this noisy city. At a corner of the store, a clock with human sculptures adds a bit of artistic atmosphere.

从外观看，瓦科银座店是一座规模巨大的高档用品店。店外可直接看到店内的展示环境，于熙熙攘攘的路人中恰似一个沉甸甸的基石稳住了都市喧嚣中的那份躁动。店角一侧，带有人形雕塑的时钟给店面增添了一分艺术气息。



