

(澳) 范妮莎・卡伦/编 常文心 鄢格/译

烘焙坊



SUCCESSFUL BAKERY DESIGN

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Editor's words 编者的话

The oven of former bakery often directly faces to the street, and you stand a good chance to run into the baker who was carrying a bake tray. Then you bought bread while making way for the baker. This suddenness might bring you constraint feeling, instead of the joy of tasting. At that time, the bakery had its own advantage for providing delicious food and paid no attention to the design of the bakery itself.

However, we are now living in an age that pursues full-sensory experience. The bakery operators begin to lay the same emphasis on the general design of space as on the flavour of the baked products, from creating a specific atmosphere to a detailed furnishing, from visual enjoyment to smelling and taste. Bakery is no longer a place to step in for a piece of bread and then leave in hurry; it is an attracting space for you to pick out delicious food and then enjoy. It is warm, romantic, and sweet; it can showcase the history of bread or the spirit of baker; it can share with you the story of the delicious bread.

Designers often take the colour and flavour of bread into account when designing a bakery and transfer them into visual elements. It is important to create a space that can attract customers when they first step in and can evoke their desire to buy. That is what designers and the bakery operators should consider.

从前的面包店烤炉正对着街道,你很有可能与端着刚出炉的烤盘的伙计撞个正着,挪转腾移中买到了本来可以慢慢细品的面包,一件美事突然间因为这突兀局促的小意外而产生了变化。那时的烘焙坊多占着"民以食为天"的优势,有种舍我其谁的自信,所以也就不注意店铺的形象设计与包装。

然而,我们现在生活的时代是一个追求全方位感官体验的时代,经营、竞争的压力使食品零售商在关心食物味道的同时,也开始关注店铺的总体设计,在设计师们的巧妙构思中从店面到店内陈设,从氛围营造到细节装饰,从视觉到嗅觉再到味觉体验,无不思虑周全。由此,烘焙坊不再是人们步履匆匆中为果腹而临时进入,进而又迅速离开的所在,而是一个可以静下心来慢慢欣赏、选购、品尝,同时满足所有感官的惬意乐园——或温馨、或浪漫、或甜美、或展示食物的历史和制作者的气质,或与你娓娓道来那一口咬下去引来的背后故事。

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008	Chapter 1: Overview 第一章: 概述
010	Evolution of Baking Industry in Europe 欧洲烘焙产业的发展
010	European Baking Market 欧洲烘焙市场
012	Characteristics of Baking industry in China 中国烘焙市场特征
013	Current Performance 当前形势
013	Industry Outlook 行业前景
014	Baking Industry Analysis 烘焙行业分析
015	Internal Rivalry 业内竞争
015	Barriers to Entry 准入门槛
015	Distributors 经销商
015	Suppliers 供应商
016	Substitutes 替代品
016	Components of Bakery 烘焙坊构成要素
016	Labour 人力
016	Machinery 机械
017	Government Regulations 政府规章
017	Product

产品

018	Chapter 2: Preparation
	第二章: 前期准备
020	Relative Instructions 相关指导
022	Site Selection 选址
022	Capital Cost 资金因素
022	Passenger Flow 客流因素
023	Rivalry Elements 竞争因素
023	Target Customers 目标群体
023	Transportation Factor 交通因素
030	Chapter 3: Holistic Design
	第三章:整体设计
038	Branding 品牌推广
038	
	品牌推广 Be Specific about the Target Market
038	品牌推广 Be Specific about the Target Market 确立目标市场 Create a Positive Perception of the Brand Name
038	品牌推广 Be Specific about the Target Market 确立目标市场 Create a Positive Perception of the Brand Name 确定品牌名称 Brand Consistency
038 039 039	品牌推广 Be Specific about the Target Market 确立目标市场 Create a Positive Perception of the Brand Name 确定品牌名称 Brand Consistency 确保品牌连贯性 Deliver on What the Brand Promises
038 039 039 039	品牌推广 Be Specific about the Target Market 确立目标市场 Create a Positive Perception of the Brand Name 确定品牌名称 Brand Consistency 确保品牌连贯性 Deliver on What the Brand Promises 兑现品牌承诺 POS Materials Help Leave an Imprint of the Brand
038 039 039 039	品牌推广 Be Specific about the Target Market 确立目标市场 Create a Positive Perception of the Brand Name 确定品牌名称 Brand Consistency 确保品牌连贯性 Deliver on What the Brand Promises 兑现品牌承诺 POS Materials Help Leave an Imprint of the Brand 宣传材料帮助加深品牌印象 Sell Branded Retail Merchandise

042	Symbol 象征性
042	Unity 统一性
043	Diversity 多样性
043	Specificity 独特性
050	Interior Design 室内设计
052	Interior Layout 室内布局
100	Colour & Graphic Design 色彩和平面设计
100	Materials 材料
188	Economical Ways to Update Existing Bakery 烘焙坊空间设计
188	Freshen Up with Paint 油漆粉刷
188	Hang Wallpaper 张贴壁纸
188	Use Mirrors 选用镜子
188	Paint the Floors 粉饰地面
189	Get New Fabric 使用布艺装饰
189	Look for Second-hand Options 寻找二手物品
189	Be Creative with Props 创意装饰
189	Work with Artists on Consignment

展示艺术家作品

191	Chapter 4: Display
	第四章: 产品陈列
192	Client's Demands 经营者需求
192	Display Case 陈列橱柜
192	Refrigeration 冷藏
192	Lighting 照明
193	Air Circulation 空气流通
212	Tips to Improve Displays 烘焙坊陈列设计贴士
216	Chapter 5: Design Guidelines and Standard
	第五章: 烘培坊设计标准与指导
218	Premises, Equipment and Vehicles 空间、设备、运输工具
212	Furniture, Utensils and Floor 家具、器皿及地面
219	Cleanliness and Sanitation 清洁与卫生
219	Sitting or Lounging Equipment 家具和设备保管
219	Lighting and Safety Lighting 照明及安全照明
220	Wearing Apparel 更衣室
220	Keeping and Handling of Products and Ingredients 食品及原料保存与处理
220	Use of Ingredients

222 Index 索引

221

原料使用

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188	Hang Wallpaper 张贴壁纸
188	Use Mirrors 选用镜子
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189	Get New Fabric 使用布艺装饰
189	Look for Second-hand Options 寻找二手物品
189	Be Creative with Props 创意装饰
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	第四章: 产品陈列
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192	Display Case 陈列橱柜
192	Refrigeration 冷藏
192	Lighting 照明
193	Air Circulation 空气流通
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