



国际最新室内设计

New Cases of International Interior Design

FASHION
S h o p
潮流
店铺设计




 《国际最新室内设计》编写组编
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PRIMOPIANO STORE

Primopiano服饰店

Project Name / 项目名称: Primopiano Store

Location / 地点: Paigures, Italy

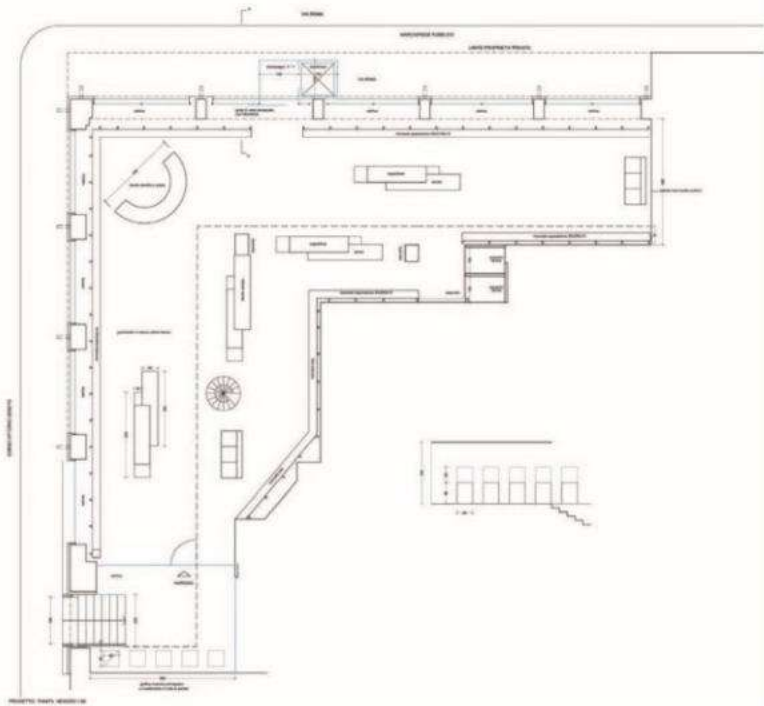
Area / 面积: 420m²

Design Company / 设计公司: Architrend Architecture

Gaetano Manganello & Carmelo Turano

Photos / 摄影: Umberto Agnello





从最初的设计理念和前期方案规划开始,设计师就以迎合客户需求和协调建筑周边环境为根本出发点,并将其贯穿在整个设计过程之中,打造一个高质量和高价值的建筑。设计师希望突破常规思维,以一种最为简约的形式去创造出最醒目的效果。在商店内部,设计师完美地诠释了黑白色的经典搭配。黑与白强烈的反差效果,打造出具有现代感的简约空间,并赋予其一种超现实主义的色彩基调。大厅中央黑色的旋转楼梯螺旋而上,吸引人们去到上一层,搜寻适合满意的商品。黑白两种冷色调在商店内部占据主导地位,也使得空间显得更为开敞,更为明亮。店内展柜整齐排列,鞋和书包这些深色的商品映衬在白色的背景下非常醒目突出,很好地激发顾客们的购买欲望。

The overall design process, from the thoughts and design plan at the initial stage to the construction of a high-quality and valuable building, takes catering for the client's demands of the location and environment as a starting point, which are all reflected in the design process. The designer has tried multi-disciplinary design to attempt to achieve the maximum affect with the minimal forms. The designer has made perfect interpretation of the classic match of black and white and with the strong contrast of black and white, presented a modern simple space of surreal colors. The black spiral staircase in the center of the hall spirals up towards the upstairs, arousing people's desire to stepping on it. Extensive cold tone of black and white has made the space brighter and more spacious, which makes it easy for customers passing by to see clearly the shoes and bags in the store and motivates their desire to buy.



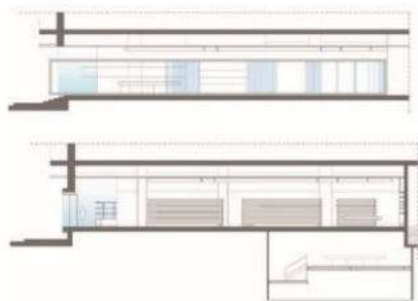
ARPEL STORE

Arpel服装店



Project Name / 项目名称: Arpel Store
Location / 地点: Fiagusa, Sicily
Area / 面积: 400m²
Design Company / 设计公司: Archibred Architecture
 Gaetano Mangano & Carmelo Turino
Photos / 摄影: Moreno Maggi

Arpel店铺位于意大利西西里岛的一条商业街上，位于一幢十层建筑的底商，也是通往这座大厦室内空间的主入口。因此设计需要考虑到这两种因素，既要通过巨型玻璃幕墙来迎合大厦的立面需要，又不能因此影响店铺的店面形象。店铺的入口偏向一边，右边是玻璃橱窗，左边是一个半悬空的混凝土墙体，水泥结构上雕刻着品牌名称。悬空的墙体象征着一种临时性，而混凝土结构则代表了一种永久性，这就体现出了店面本身的临时性与商品品牌的持久性，并以此体现设计理念。店铺内部用一系列线形展柜增加了室内空间的深远感，并界定出道路，这些展柜展示不同类型的商品。男装和女装之间用轻型玻璃幕墙进行划分，并以一个台阶分隔出不同的空间。当你抬头望向天花板时，将会被大量流动的明亮线条所震撼，通过引入这些不规则的柔美曲线，打破了店铺内部僵硬直线的主导地位，这些曲线如此优美，就像是家乡山体的轮廓线，又像是深碧着的蜿蜒的溪流。为了加强这些柔美的曲线的影响力，每条曲线上进一步用LED灯进行装饰，既增强了整个空间视觉上的统一感，又创造出了一个动感而且充满活力的空间。总的来说，店铺内部创造出了一种原材料与成品材料的对比，比如木地板与混凝土墙体以及白色漆面木材和轻型



玻璃板制成的成品家具这些物件的对比。同时，直线型的墙体、窗户以及家具也与天花板上的交错弧线形成鲜明的对比。但是设计师创造出的最强烈的对比是胶凝材料与持久性的混凝土墙体之间的对比，商店的临时性与物品的耐用性之间的对比。这种理念胜过建筑本身，否则，设计师会采用更多的室内装饰和材料来保证建筑使用的年限，但这并不是设计的初衷。

Located in a shopping street between the center and the periphery of this large store is a typical architectural approach to the subject of construction of interior spaces for sale. We then designed a device architecture, a real building that fits on the ground floor of a ten-storey building, featuring external façade through the use of large windows placed without interruption for the both the prospects of the store. The entrance to the store, located on one side of the prospectus and the shop windows, on the left side a little ordinary element, a wall of concrete is suspended on the front steps, engraved in the field of cement, the name of the store, this wall starts a large portal in concrete, the material itself, which contrasts with the permanent and provisional character of the commercial layouts. This portal, canopy frame, is the measure of the depth of the shop through completely with its linearity and defining a path of internal distribution to various areas for sale. Entering on the left you will find the largest mobile case, a sort of rectangular white suspended, on the right a series of concrete walls approximately 2.40 meters tall, slightly more than half of the total environment, are placed in delimiting the diagonal sales areas, as well as provide support for the exhibition. Advancing on the edge of the portal can be seen in a multitude of concrete blades tempered glass ultralight, which is almost a diaphanous curtain between the area for menswear and one for women's clothing set on a large separate room that is accessed climbing determined by the step through the



portal frame and blades of glass. Looking up to the top, you will be amazed by a fluid mass of bright blades that intersect, this tangle of lines breaks the predominance of the straight line by introducing the suppleness of the curve, that curve is so dear to Niemeyer "the curve of the mountains of my country the body of the woman I love, of rivers."

In addition to characterizing the store strongly curved blades, illuminated with LED strip, are intended to visually unify the various areas of the shop, introducing into a dynamic and fast game. Overall, a store that creates a contrast between raw material and components such as wooden floors and concrete walls and items such as finished and polished furniture in

white lacquered wood and glass plates ultralight. Also picked up a contrast between the straight elements of the walls and windows and furniture and curved elements that are woven into the ceiling. But the contrast greater than we wanted to introduce what has been created between the severity of the cementitious material and durability of concrete walls and the portal and the idea of the ephemeral store, space durable, more props than architecture. Otherwise, at this store we wanted to create more interior architecture and decoration, our goal has been to the store to ensure a long life, which can remain current with the years.

