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話題 全聯設計展「x」聯合展場、第二屆台灣光環境展、台灣設計展「超額滿」

觀點 方敬誠、設計、建築與環境、閱讀與「梵谷的聯想之旅」

報導 京橋和設計師、希達傑設計團隊專訪、漫遊萊茵街1號大樓、特色燈具選品

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Rosewood Bangkok

曼谷瑰麗酒店

設 計 者」 Celia Chu Design& Associates / 朱怡芬
參 與 者」 蔡正雯 江競光 張芳瑜 蘇怡靖 賴志雄
燈光設計」 十聿照明設計有限公司 / 賴雨農
攝 影 者」 Owen Raggett, Panoramic Studio
空間性質」 飯店
坐落位置」 泰國
主要材料」 木皮、特殊寶石、大理石、織品、皮革、藝術玻璃、訂製燈具、
壁紙、壁布、訂製地毯、訂製壓克力壁磚、手工磁磚、鍍鈦板、
訂製拼花石材地板、訂製玻璃纖維藝術牆體、烤漆、特殊竹皮
烤漆板、藤編壁板、訂製石膏線板、木地板、磨石子
面 積」 15,000 坪
設計時間」 2013 年 4 月至 2017 年 4 月
施工時間」 2017 年 4 月至 2019 年 4 月

Designer」 Celia Chu Design& Associates / Celia Chu
Participants」 Rebecca Tsai, Luc Chiang, Natasha Chang, Carolina Su, Jay Lai
Lighting Design」 UNOLAI DESIGN / UNO LAI
Photographer」 Owen Raggett, Panoramic Studio
Category」 Hotel
Location」 Thailand
Materials」 wood veneer, gemstone, marble, fabric, leather, art glass, custom lighting fixture, wall-covering, carpet, tiles, titanium plate, stone floor, fiberglass, baked painting, wisteria wall, plaster trim, wood floor, terrazzo
Size」 49,587m²
Design period」 April 2013 – April 2017
Construction period」 April 2017 – April 2019

空間中帶入泰國文化語彙，並融入泰國人輕柔而熱情的特質。
朱怡芬以空間撰作，書寫關於泰國家庭生活的各色主題。



假想一個生活富裕的泰國家庭，在地方上具有人望，待人熱情而優雅，同時熱愛自身文化。以其人為主角，朱怡芬運空間為筆，撰著一部關於泰式生活的風格之書。本案為 Rosewood Hotel 於泰國新開幕的五星級飯店，設址首都曼谷市中心，頂級飯店、商場林立的一級戰區。建築外觀由美國 KPF 建築事務所主持，發想自泰國問候手勢「Wai」，使文化元素由外而內統合。基地不大，特殊的建築造型帶來許多挑戰，朱怡芬結合 Rosewood 的品牌精神，強調生活風格的經營，在繁華熱鬧的市區打造如同住家般，使人感到全然放鬆的空間。

在思考核心架構時，朱怡芬回想起她在泰國旅遊的經驗，泰國人總是優雅而熱情、雙手合十地向人打招呼，帶給她一種親切柔和之感。為了將此種精神傳達予所有來到 Rosewood Bangkok 的旅客，朱怡芬在設計上保留輕柔視覺，儘管空間中堆疊許多材質、細節、色彩，但仍維持和諧柔美，將 Wai 的精神充斥於設計之中。此外，朱怡芬亦提到，Rosewood CEO 及業主姊妹的女性身分及審美，也影響了本作的空間調性，使整體更加纖柔而體貼。

以空間撰作

從一個熱愛泰國文化的家庭出發，朱怡芬將每個空間視為獨立的章節，闡述不同的主題，涵括藝術、音樂、運動等面向，以家庭生活與記憶串連成書。1 樓入口大廳命名為迎賓之章，空間重點的雕塑即為「Wai」的泰文，代表飯店歡迎任何踏入此處的旅客。多處化用傳統建築元素，如窗框上的珠狀裝飾，及牆上線板的線條等。接待櫃台位於 7 樓，展呈這家人對於泰國藝術的喜愛，一出電梯入目所及的玻璃裝飾，便與藝術家合

Celia Chu



Celia Chu Design& Associates / 朱怡芬
Celia Chu Design 的創立，源自於 Celia 對於室內設計職志的願景，亦即兼具優雅風格與實用效益，並追求在酒店設計場域呈現對生活的獨特創意視角。工作室成立以來，便自許成為台灣頂尖設計公司，運用在豪華精品酒店和餐廳所積累的豐富設計經歷，滿足全球客戶在亞太和歐洲地區的設計需求。競爭優勢主要來自創意靈感 and 全方位設計策略的整合，因此每件設計案各具有獨特的切入角度和敘事關點，反映我們所追求的美感和美學精神。
Celia Chu Design 致力提供多元服務，橫跨建築、室內、產品和景觀等設計領域。此外，也堅持將獨特在地元素和文化細膩融入每件設計的發想與實踐，並以引領時尚潮流同時締造經典的設計作品為傲，力求呈現出既現代又雋永的室內設計空間。

Celia Chu Design& Associates / Celia Chu
Celia Chu Design was founded by a wish that interior design be both functionally sound and full of aesthetic appreciation. The firm has custom designed many hospitality facilities, and won warm applause for its exceptional quality. Now Celia Chu is known around the world and their designs always bear profound statements regarding local perspective or ideas that catch up with the demands of social desire or quest for a better life. Celia Chu Design offers design service in various fields such as architecture, interior design, product design and landscape layout. Chu truly believes that a good design always reflects local culture without sacrificing marketing demands and designer's artistic value.

1. 入口大廳表達歡迎之意，中央的雕塑為泰文的 Wai。2. Rosewood Bangkok 建築外觀由美國 KPF 建築事務所主持。
1. “Wai” sculpture sends a welcoming message to the customers. 2. Famous architectural firm KPF designed the Rosewood Bangkok building.



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作，以金箔再現泰國屋瓦造型；櫃台桌也特意尋找傳統木雕，搭配皮革賦予溫暖，並加入大理石等材質，為老件增添當代感。朱怡芬表示，自己在設計各地不同的案件時，常與當地的新、中生代藝術家合作，為作品帶入更多在地觀點，本作亦不例外，除少數燈具及裝飾外，其餘皆為泰國藝術家的作品。

接待櫃台旁為全日餐廳「Lakorn」，在朱怡芬的構想中，這個空間象徵孩子的音樂盒，帶有西式藤蔓圖紋的圓弧牆如同音樂盒的底座，而其上的跳舞人偶則以泰國傳統舞的指套代表。此處除了房客外，亦服務外客，因此有許多當地人會來此用餐，朱怡芬將指套重新設計為簾飾，使外地旅客能感受到泰式風情，當地人亦會勾起兒時學舞的回憶，營造不論來自何地都能享受並感到驚奇的空間。多功能宴會廳則與節慶有關，朱怡芬擷取最能代表喜慶的「舞蹈」元素，以天花吊飾呈現空間的律動感，連續弧狀的金屬如同舞者旋轉的舞姿，其上沖孔的圖案則為傳統服飾紋路。SPA 空間亦為一大特色，泰式按摩給予人放鬆、沉靜之感，令朱怡芬聯想到泰國的洞穴石窟，以藝術手法擬仿石壁紋理，少見的設計頗受當地人好評。

泰式生活的融入

進入客房，便是另一種泰式文化的展現，公共區域偏向直接帶入文化語彙，客房區則以人與生活為主軸，融入其輕柔特質，呈現更抽象且感受性的氛圍，並發揮 Rosewood 品牌特色，房間內可見許多具當地特色之擺飾，如書籍、藝術品、茶具等，使飯店不僅只有寢宿的功能，而如同真實生活的空間般，帶給各國旅客賓至如歸的感受。朱怡芬提到，標準房是她最自豪的部分，由於基地不大，又希望具備套房的完整功能，設計上便以鏤空的屏風分別空間，同時保有視覺上的寬闊與完整。此外，特殊的建築造型亦使空間多變，朱怡芬畫了將近 50 種不同的配置，並利用建築特色規劃了少見的房型，如利用建築中軸內縮的空間設置泳池，在市中心打造度假 Villa，以滿足不同客群的喜好。

朱怡芬分享，此作有趣之處即是當地人與外國人對文化解讀的差異，由於業主為泰國人，在判斷何謂「泰國特色」以及如何轉化上，便與身為外國人的設計師有所出入，她提到，如果是原初的設計，或許仍會得到外國旅客的認同與喜愛，但在業主的建議下調整過後，Rosewood Bangkok 得到更多當地顧客的共鳴。在空間中妥善地轉換帶入與融入手法之差異，朱怡芬為 Rosewood 在曼谷打造具有生活感的飯店空間，除了營造泰國風情外，亦勾起當地人的生活回憶。撰文」林慧慈



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3. 大廳運用泰國傳統建築元素，如線板與門窗上的珠狀串飾等。4. 接待處展示對於泰國藝術的喜愛，除了燈飾外，其餘皆為當地藝術家作品。5. 櫃台桌鑲嵌傳統木雕，搭配皮革與大理石，給予溫度及現代感。
3. Identical Thai building motifs on window frames and corner motifs. 4. Local artists produced many of the furnishing objects in the reception space. 5. Reception table exhibits local wood crafted art.



6. Lakorn 全日餐廳除了住戶外，也開放當地餐客進入。7. 與當地藝術家合作，重新設計指套，使其更優雅及現代。8. 多功能宴會廳具有宴客與會議的功能，天花吊飾帶出空間律動感。9. 多功能宴會廳吧台，以大理石帶入現代感。10. 全日餐廳 Lakorn 象徵孩子的音樂盒，整體融合西式與泰國傳統元素。

6. 「Lakorn」 restaurant is enjoyed not only by foreign guests but also by local customers. 7. Local artists played important roles in providing the furnishing objects. 8. Ceiling is featured like a swirling dancing rhythm. 9. The counter of the pavillion. 10. Lakorn restaurant is like a musical box, fantasized like walking into a dream world.

Celia first imagined a life for a fortune filled Thai family member who has good social links and enjoys making friends. The hotel is a place he constantly dropped by. Rosewood Hotel is a recently opened five star hotel in Bangkok. The building was designed by KPF with a significant feature like a welcome hand gesture sign in Thai culture called “Wai”. The floor size is not particularly large and its unique volume posed design challenges for Celia’s team. To elaborate the local identity and Thai style home intimacy, Celia started from basic quest for the daily life in the capital city.

Celia recalled when she travelled in the country she felt the local people were passionately friendly to foreigners and they always matched their palms as a polite gesture. Celia used this very common gesture as a pictorial sign and constructed it in furnishing details like “Wai”. Celia also mentioned that the Rosewood CEO and actual owner of the hotel are all female. They are sensitive and shared the same emotions and aesthetic preferences that helped Celia’s idea be realized in perfect condition.

Like a piece of literature work

Celia’s design is like a novel and each space is a chapter with a different spatial mode narrated in a specific texture, and each is independent of the others. The lobby is named as a “chapter for guests”, dominated by a sculpture named by “Wai”.

Furnishing elements are mostly elaborated by traditional motifs including bead-like elements screened the windows and wall motifs in corner turns. Reception, situated in the seventh floor, is like an art gallery filled with glass art pieces, done by local artists, and local gold-foiled covered and crafted wood tables. Marble added to a few positions enriches its lavishness and adds a contemporary fashion on traditional mode. Celia loved to work together with local artists and most furnishing objects, except a few lighting fixtures, all came from the hands of local artists.

「Lakorn」 restaurant is right adjacent to the reception hall. The hotel serves food around the clock and is enjoyed not only by foreign guests but also by local customers. Celia shaped the space as a musical box with a vine motif; the space is decorated with dancing dolls identical to Thai features like decorative finger caps. This identical element is used as a basic motif and woven into a screen. Religious dancing is very important in Thai culture and the dancers with lavish costumes and decorative objects on their bodies foster an outsider’s impression of Thai culture. Celia recognized the most unique part of Thai dancing and so she used reflective and curved metal pieces to decorate the ceiling finish; the surface of metal sheets reveal identical motifs used in traditional clothing. Spa space shows a similar skill of transformation; the space for Thai massage is totally embraced by surface reliefs like in a real grotto.

Thai culture guest room

Guest rooms display a rich Thai culture, different from that in public zone, by representing daily life of a typical Thai family. The room is furnished with authentic local objects, art works and books in the Thai language. It represents how locals live and invites curiosity into Thai culture. Celia personally loves the standard room and its layout because she optimized the space by creating a sensitive touch in properly deployed hollow screens. Other room styles, exceed 50 different types, but all enjoy a delightful experience to fit a customer’s choices. There is one type equipped with a swimming pool for a few customers, who enjoy sport on daily and regular basis.

Celia said that her design at first encountered identity problems because her client, being a local, had already possessed an impression of Thai culture. If the design was executed under the persistent Thai impression, Rosewood hotel would be a very common hotel like many others have done to attract only foreign customers. But the current execution did significantly transform and renew the impression of Thai culture, and the outcome is quite successful because the hotel is not only welcome by foreign guests but locals also enjoy its space as it invites memories of their past and its future in progress.



11. 以藝術手法重現石壁紋路，營造如洞穴般帶給人沉靜感受的 SPA 空間。12. 一般房型僅有 14 坪大小，卻備有套房的功能。13. 屏風上的鏤空圖案來自傳統服飾，具有分別空間之功能。14. 特殊基地使空間多變，共有 50 多種不同平面規劃，此為莊園套房。15. 特殊基地使空間多變，共有 50 多種不同平面規劃，此為小型套房。16. 浴缸為空間主角，牆壁花紋來自泰國大皇宮，以傳統圖紋襯托現代設計。

11. Spa space, as secluded as inside a grotto. 12. Standard guest room layout. 13. Motifs on the screen were taken from local costumes. 14. There are more than 50 types of guest room design. 15. There are more than 50 types of guest room design. 16. Bathroom is centered by a big bath tub with feathered royal seal on the surface of the tiles.

建材分析 Material Analysis

1. 接待櫃台特意尋找傳統木雕搭配皮革、大理石等，給予溫度與現代感。2. SPA 區的石壁雕塑，以 FRP 材質灌模製成。3. 客房浴室壁面為樹脂材質，將泰國皇宮圖騰臨摹再製而成。
1. Reception table is embellished by wood sculpture in leather trimmed finish and marble. 2. Spa room and surrounding grotto relief made by FRP modeling. 3. Bathroom and decorative relief using an image of the Thai royal coat.

溝通重點 Communication Note

1. 以章節概念區分空間，每個區域闡述不同主題。2. 公共區域帶入直接的泰式文化語彙，而客房區則以更抽象的方式融入泰國輕柔特質。3. 色調以「柔穩和諧」為主，呈現設計師對於泰國人文印象。4. 除當地風情外，整體設計亦呈現 Rosewood 的品牌精神，帶給顧客更具生活感的住宿體驗。
1. Each space is represented as a piece of written story. 2. Public zone and private guest rooms both provide significant Thai impression, only in different styles. 3. Harmonious impression that reveals Thai culture. 4. Rosewood branding is featured in every detail in the design.