

Gems & Fine Jewelry

HUI HUI GEMS & FINE JEWELRY

Virtual Fantasy VS. Real Space



朱怡芬 Yi-Fen Celia Chu

畢業於美國紐約Parsons School of Design。2006年成立Celia Chu Design，專注於國際級的餐飲空間與飯店設計規劃。作品有國賓飯店(台灣)、凱悅飯店(關島)、夜上海餐廳(上海及香港)、凱悅飯店(越南)-三間特色餐廳(規劃中)、君悅酒店(大連)-特色餐廳(規劃中)等主要亞洲重要城市。

Education」Parsons School of Design in New York

Experiences」Celia Chu Design,Principal 2006-now

Hospitality Projects」

Ambassador Hotels,Taiwan、Hyatt Regency,Guam、Ye Shanghai Restaurant,Shanghai&Hong Kong、Hyatt Regency Danang(in progressing)—Three of Speciality Restaurant、(Beach House,Green House, Pool House)、Grand Hyatt Dalian(in progressing) —Speciality Restaurant。

設計者」朱怡芬

參與者」上田美雪 鄭匡佑

燈光設計」十律照明設計・賴雨農

攝影者」劉忠

空間性質」商業空間

坐落位置」台北市

主要材料」特殊木板、大理石材、皮革、黃銅仿古

面積」28坪*2戶

Designer」Celia Chu

Participants」Miyuki Ueda, Yu Chen

Lighting Design」SieLu Lighting Design - Y. N. Lei

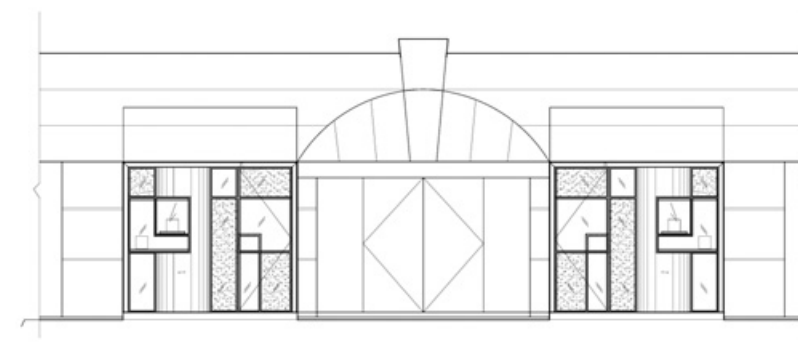
Photographer」Chen Liu

Category」Commercial Space

Location」Taipei

Material」special wood board, marble, leather, copper

Size」92m² / 2 Units



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本案是位於台北市仁愛路上經營屬於高端的頂級珠寶為主的門市店面，針對金字塔頂級的VIP熟齡貴婦的客層，因此在整體空間設計概念上，設計師跳脫一般門市以展示為主要目的的空間鋪陳，反倒是刻意降低商業色彩，去營造出一種如家般的沙龍空間，希望消費者進入空間時，在欣賞這些頂級珠寶之前，能夠稍作歇息的沏上一壺茶，如回到家中般，舒適而自在。

由於原基地坐落在大廈入口兩側，中間沒有連通，故設計師運用幾乎對稱的概念，來定兩個平面

配置。在空間坪數小的限制下，將設計重心放在陳列上的著墨與質感上的講究。兩邊空間先區隔出幾個小區塊，運用許多家具配置以及布料來襯托出整體空間的調性。如以法式古董家具及印花絲布，搭配落地燈與茶几、花藝掛畫等女性氣息與質感形塑出古典文藝氛圍，而特殊處理過的舊實木搭配鏡面不銹鋼的工作桌，又呈現餐桌另一種休閒感。另一組矮沙發有著loung的味道，讓主要客層為熟齡女性的消費者，能夠自在地又舒服地選擇喜愛放鬆的位置區域。

由於所販售的是高單價的產品，因而，陳列也是特別講究的重點之一，設計師刻意降低了陳列櫃的數量，強化每個陳列櫃的質感與設計，以皮革搭配鐵刀木。為了搭配珠寶的氣質，材料搭配則是另一學問，如黃銅與皮革等富質感，卻又不搶過珠寶的風采。

針對鑑賞珠寶所需的特殊光線需求，如欣賞鑽石的光源須是接近太陽的晝光色、彩色寶石須要暖色光以及低溫的光源。設計師與業主共同合作，做很多study，以正確的方式呈現商品的光澤與顏色等。這種種商店需求的专业設計則整合在看似簡單的空間布置裡，隱匿在裏面如交談區上方的吊燈或情境控制系統等。

在過去歐洲文化史中，沙龍一直為女性文化及精緻高貴的生活形態建構了一個開放空間，設計師Celia巧妙地運用沙龍般的開放空間，建構出一個個以交談為主的社交場域，讓珠寶交易和女性精緻文化所蘊含深厚底蘊互為表裡，細膩而精巧的設計思維展現了設計師敏銳的理解。採訪」周巽莉

1. 入口的材質挑選黃銅刷黑做幾何分割處理。2. 入口立面圖。

1. Entrance details - special treated copper surface in black color strokes 2. Façade

The project is a jewelry store targeting clients of the rich and famous; it is located in Taipei's premier street where mansions and luxury apartments abound. Celia's design appears as a very expensive commercial space yet is not like a typical commercial store; it looks more like a guest salon, or a living room welcoming everybody to come in. Clients enter the store more like walking into their own living room where they can enjoy a moment of relaxation before shopping.

The store is cramped between two entrance gateways of a mix-used building. The first sight of this store is one of strict symmetry and its total layout follows a symmetrical layout as well. Due to its limited scale, the display strategy dominates the design and this made Celia be more particular in the furnishing details. Furniture pieces in a floral pattern and lighting fixtures join in key positions which seem to be reserved for ladies only. In one corner an old wood log sits in front of a mirrored working table; the space depicts an air of relaxing pleasure. Seating positions are arranged in a casual layout; they invite customers to sit in ways they cozily enjoy.

The store sells only high-price tag items and that is what its display strategy is focused on; there are only a few display cabinets; they are custom designed and made of the finest wood work and details. Leather, copper and hardwood textures mix within the boxes and exhibit the finest craft and sophistication.

3. 細部空間情境：入口。4. 細部空間情境：櫥窗展示。5. 細部空間情境：擺飾。6. 進入空間時，可先稍作歇息，如回到家中般舒適而自在。7. 以法式古董傢俱及印花絲布，搭配落地燈與茶几、花藝掛畫等形塑出女性氣息與質感。8. 在空間坪數小的限制下，將設計重心放在陳列上的著墨與質感上的講究。

3. Detail design - entrance 4. Detail design - display cabinet 5. Detail design - furnishing objects 6. Display strategy displays a neat texture and details 7. French style antique furniture and colorful floral pattern fabric - an air of female delight 8. The store is like a salon or a resident's living room





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For professional gem connoisseurs, lighting is crucial; diamond needs daylight to radiate their brilliance yet color stones need warm light. Celia and the store owner worked together on many design studies to learn how natural and artificial lighting could be controlled in this store. Other lighting systems were also studied in particular ways.

The 19th century salon space was a locus where upper middle class females created a vision of the world; the space was a symbol of an exquisite life style in early modernism. Celia's design is such a "salon" representing a social dialogue between man's desire and "things" Jewelry is a media linking female's interior, their passion and psyche. Translated by Ray S.C.Chu & David Mark Riz

9. 藉由沙發的配置點出lounge的味道，讓顧客能夠自在地選擇喜愛放鬆的位置。10. 後端的鑑賞珠寶區。11. 陳列櫃以皮革搭配鐵刀木呼應，呼應著特殊處理過的舊實木桌。12. 陳列櫃的數量，強化每個陳列櫃的質感與設計。13. 另一區前端的接待區，安置一組沙發。
9. A cozy lounge invites everybody to sit down 10. Jewelry appraisal quarter 11. Hardwood cabinet and leather treatment surface 12. Fine details on the display cabinets 13. Sofa sitting corner