

Ma-Cherie Post-partum Center, Flagship store

# 璽悅金山產後護理之家

| Aesthetic Living |



1. 外觀。2.3.一樓3D示意圖。1. Building outlook 2.3.The first floor 3D drawing



陸希傑

1965年出生於台北，1989年畢業於東海大學建築系，1993年取得英國AA建築聯盟碩士學位，在英國期間曾於Raoul Bunschoten 事務所擔任設計師，而後回國成立CJ STUDIO，從事建築及室內設計、家具設計、產品設計等相關研究開發。代表作品有：國聯飯店、寶騰璜及張李玉菁wum 概念店及服裝店、Aesop 誠品信義店保養專櫃等，其中國聯飯店在2001年被入選「Design Hotels國際飯店聯盟」。寶騰璜及張李玉菁台中Tiger city概念店(2005年獲得日本JCD設計大賞)、Aesop 微風店(2006年獲得日本JCD設計大賞，與國際室內設計聯盟IFI 2007設計金獎)、敦南國美豪宅作品獲得台灣室內設計大獎TID Award 2007金獎、TID Award 2008獎、第六屆現代裝飾國際傳媒獎年度家居空間大獎，入選為美國室內設計雜誌INTERIOR DESIGN七十五週年特集中之五位具潛力設計師之一，2008參展第十一屆威尼斯建築雙年展之台灣館及台北當代藝術館第六屆行動藝術節展出黑暗城市+城市之眼展覽。2003年成立個人品牌shichieh lu。

Shichieh Lu

Born in 1965, Taipei, Taiwan. BArch in Tung-Hai University, Taiwan. Received his Diploma in Architecture from Architectural Association, London, in 1993 and worked for Raoul Bunschoten in 1994. Established CJ Studio in 1995. Major projects are United Hotel (selected as a member of "Design Hotels" a well-known international hotel chain.), [WUM] store, Stephane Dou and Chang Lee Yugin's shop in Tiger city (JCD Design Award 2005), Aesop store in Breeze center (JCD design Award 2006, IFI 2007 Gold Award), residence of Tsai projects (TID 2007 Gold Award), TID Award 2008, 6th Modern decoration "International media prize", selected into five of talents report on "Interior Design" (USA) celebrating 75 years special issue. Art work of "Signscape" exhibits at the 11th International Architecture Exhibition of the Venice Biennial -Taiwan Exhibition and the 6th City on the Move Art Festival at the Museum of Contemporary Art Taipei. Since 2003 he has established his own brand -shichieh lu.

設計者」 CJ STUDIO / 陸希傑

參與者」 曹車政 劉致佑 張森賀 林心怡 張瓊之

攝影者」 湯馬克

空間性質」 商業空間

坐落位置」 台北市金山南路

主要材料」 毛絲面不鏽鋼、石英磚、人造皮、捲簾、清玻璃、蟹多魔、暖灰色漆、彩色烤漆玻璃

面積」 各層約75 坪

設計時間」 2007年4月至2008年9月

施工時間」 2007年6月至2009年2月

Designer」 CJ Studio / Lu Shichieh

Participants」 Ben Tsao, Athena Liu, Sam Cheng, Linda Lin, Bonnie Cheng

Photographer」 Marc Gerritsen

Category」 Commercial Space

Location」 Ginsan S. Road

Materials」 foggy surface stainless steel, granite brick, artificial leather, scroll screen, glass, Pandomo, paint, painted glass

Size」 75 ping

Design period」 April 2007 - September 2008

Construction period」 June 2007 - February 2009



都會生活中，由於現代人匆忙緊湊的步調與少子化時代的到臨，傳統三代同堂一同生活的景象已越來越少，於是，針對坐月子這種傳統習俗而衍生的「產後護理中心」如雨後春筍般出現，也正切中現代人在繁忙生活裏一種調養生息的需求。

璜悅產後護理中心在同業中具有一定口碑，為追求更優質的產後服務，而導入飯店式服務管理，並委託曾設計國聯飯店的設計師陸希傑來承攬此一旗艦店的整體規劃，為該品牌作出市場區隔，再造新的品牌形象與定位。

在此案中，他一如以往地將創意淋漓展現，只不過這次他表示，所採取的設計策略是具體的，而非抽象。整體空間設計的雛形源自飯店空間型態，很自然地，將設計的主要靈魂，著墨於一樓大廳接待區的設計。並刻意以更具象的方式，來呼應此一空間的特殊性。在設計元素上直接將母親懷孕所隆起肚子的弧度與曲線，作為一樓接待區立牆的設計元素靈感，讓整個空間具有一種自然曲線的流動性，又像一個巨大隆起的懷孕肚子，如裝置藝術般的演繹出來。

陸希傑表示，為了表現出肚子那種孕育胎兒的獨特、有機、帶著沉甸感的線條，整個鋼骨結構幾乎是以1：1打樣製作，一氣呵成。如肚子般的曲線立面造型，內部為一多功能的媽媽教室，整個門面皆順著整體曲線特別裁量訂製，並巧妙區隔了公共活動區與內部員工辦公區。

接待區分為前後兩區，前半區為一般接待區，後半區則為進駐顧客會見訪客之用的接待區。這樣的規劃讓接待區如自宅中的客廳一般，也切合該護理中心的定位。

整棟空間採飯店式管理，以環境隱秘性加上嚴格管控制訪旅客數量，營造讓產婦與寶寶皆能充分休息的空間氛圍。每一樓層規劃有五間一般房型與一間VIP室，加上一間育嬰室和一間公共休息室。全天候視訊，可以讓媽媽24H皆能透過視訊看見寶寶的一舉一動。

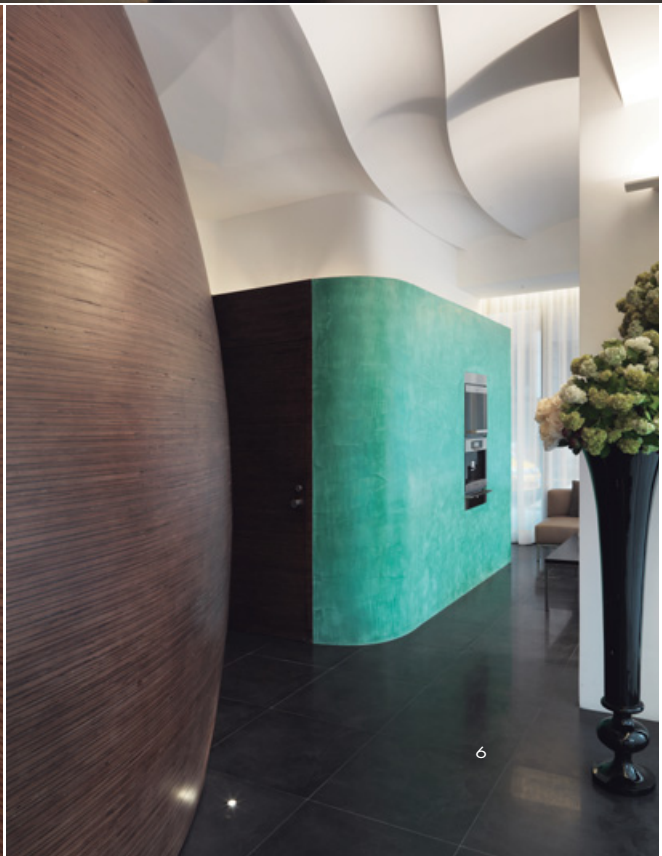
樓層梯廳以弧形天花表現，走道則利用幾何分割組成的彩色烤漆玻璃，增添趣味感。一般房型規劃為8坪，其中的衛浴空間以有趣的雕塑形體設計，使之如一獨立量體一般。家具設計以一體成形為主要概念，讓家具空間化，演繹著形隨機能的设计概念，空間色調以暖灰色為主軸，營造一個輕柔纖細的空間氛圍。VIP規劃為12坪，比一般房型多了一小型廚房、獨立休憩區，加上寬敞的衛浴空間與陽台，一樣維持著時尚簡約的基調。陸希傑特別強調，整個空間維持一種簡斂優雅的調性，沒有乖張的裝飾感，對需要充分養息的產婦造成無謂的感官衝擊。



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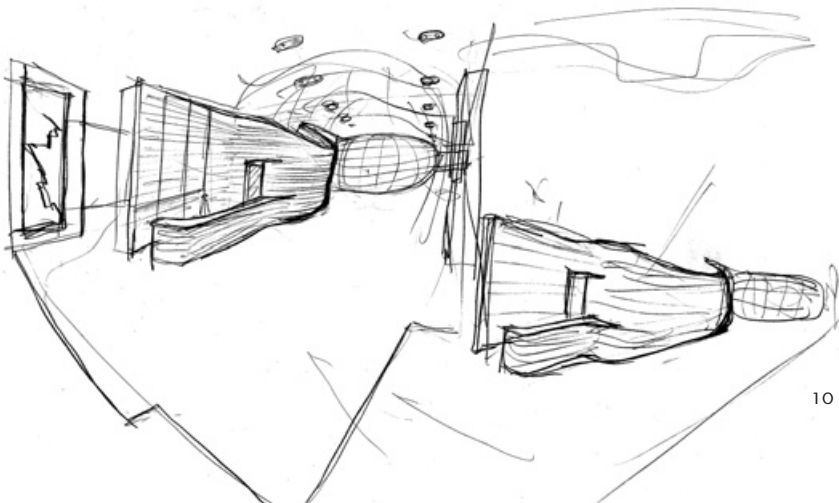


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4.5. 整個空間具有一種自然曲線的流動性，又像一個巨大隆起的肚子。6. 設計元素上直接以具象方式，將母親懷孕所隆起肚子的弧度與曲線，作為一樓接待區立牆的設計元素靈感。7. 如肚子般的曲線立面造型，內部為一多功能的媽媽教室。8. 媽媽教室的門片順著整個立牆曲線特別裁量訂製。9. 樓層梯廳以弧形天花表現。10. 一樓空間概念草圖。  
 4.5. Curving profile clearly signifies a pregnant woman's enlarged belly 6. A pregnant woman's belly is taken as a symbol of the after-birth Center; the curving profile in the reception space gives a direct hint of its service 7. Behind the curving shaped partition hides a multi-functional room 8. Doorframes appears in a curving profile following similar shapes of the partition 9. Curving ceiling profile in a staircase lobby 10. Plan, typical floor



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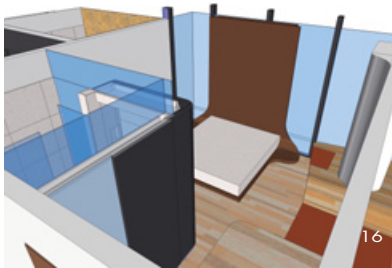
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|---------------|--------------|
| 1. Entrance   | 7. Classroom |
| 2. Reception  | 8. Bathroom  |
| 3. Staff Room | 9. Toilet    |
| 4. Office     | 10. Kitchen  |
| 5. Lobby      | 11. Lounge   |
| 6. Storage    |              |

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|-------------|------------------|
| 1. Lobby    | 6. Common Room   |
| 2. Corridor | 7. Storage       |
| 3. Suite    | 8. Staff Room    |
| 4. Bathroom | 9. Nursery       |
| 5. Kitchen  | 10. Staff Toilet |

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在設計圈裡，設計師陸希傑幾乎就是創新設計的衍生性代名詞。經由他操刀之設計，總會打破眾人的慣性視覺邏輯，他擅長透過對材質元素的實驗研究，將簡單素材，經由連續性、重塑或複製的多種序列關係，創造出一種新的視覺震撼；或者透過連續性的設計，營造出獨特流暢的延伸空間。此案則是他另一種設計實驗的創新結果。採訪「周巽莉

In modern times the traditional living patterns of the three generation household has significantly been reduced. Old wisdom therefore does not pass from generation to generation is often forgotten. In old Chinese wisdom a woman after birth is supposed to take at least a month's rest and have a special diet until her body gradually recovers from pregnancy and birth. In many high-density cities, so called "after-birth Centers" have appeared and their "hospital-like" management has been well accepted by many new mothers and their families.

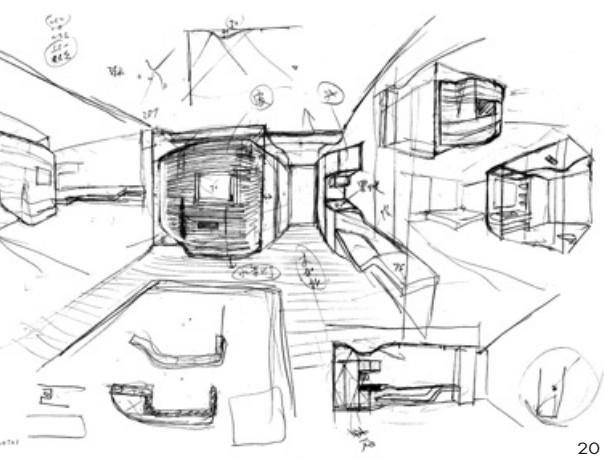
Ma-Cherie After-birth Center has an acclaimed reputation for its many years' management. In order to upgrade its service it commissioned Mr. Lu Shichieh to design its flagship store in Taipei city.

Shichieh's strategy was to focus on two concepts; the first to design the Center's interior like a hotel and even being managed like a hotel, the second was that the lobby would be the most visually dramatic space that would display symbols of woman and pregnancy. In the lobby space, there is a partition that vividly reveals the enlarged belly of a pregnant woman. The curvature not only projects the impression of a woman's pregnant belly but also implicates the energy of fluidity and blood vein from generation to generation.

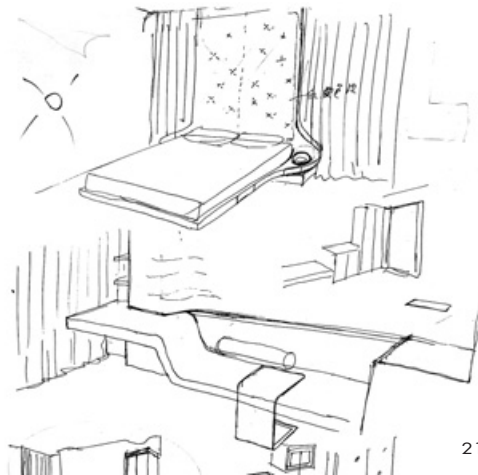
Shichieh said he selected metal instead of a wood frame to build the curving partition because only a metal-built structure was appropriate to tell the value of conceiving a real life inside a mother's belly. Behind the curving wall is a multifunctional space for future mothers to gather in an office hidden in a corner position. The reception space is divided into front and back quarters; the front space is for customers who are interested in using the services, and the back is for visitors only.

11. 走道的天花板延續梯廳的弧形天花，營造一種輕柔纖細的空間氛圍。12. 接待區的后半區為進駐貴賓會見訪客的接待區。13. 走道立牆以彩色烤漆玻璃構成，增添趣味感。14. 一樓平面配置圖。15. 其他樓層平面配置圖。16.17.一般房型3D示意圖。18.19.VIP房型3D示意圖。

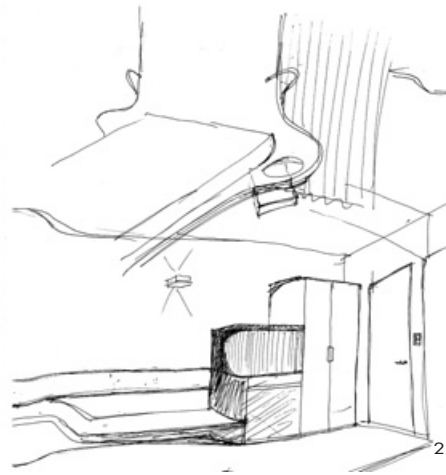
11. Curving ceiling at the pathway's top gives an impression of livable intimacy 12. Visitor's room allows customers meet with their relatives 13. Colorful painted glass on the pathway partitions reveals an interesting pleasure 14. Bath room plan, VIP room 15. Plan, the first floor 16.17. 3D drawing, typical room 18.19. 3D drawing, VIP room



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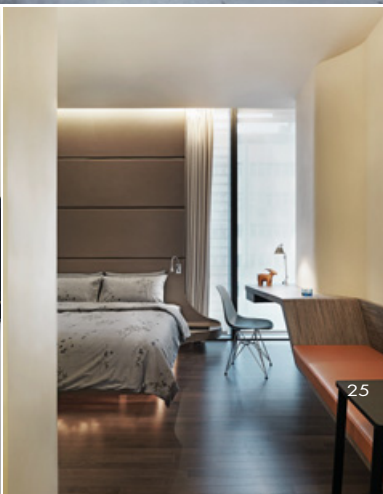
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This after-birth center has the tightest privacy control via a standard operating system similar to a hotel. Visitors need to make a reservation to see customers and their babies. Each floor is divided into five typical rooms, a VIP room, a nursing room and a public lounge. Inside the room, there is a TV monitor that allows mothers to see her baby all the time.

The ceiling of the staircase lobby has a curving detail where many colorful geometrical patterns appear on the pathway partition. The size of each room is 8 ping and its bathroom is very particular in design - it is like one walking into a hollow-up sculpture where one sees the art piece from inside. The room is furnished with custom tailored furniture in a gray color. The designer offers a warm and sensible pleasure for mothers to take a good rest after the ordeal in delivering procedure. The VIP room is 12 ping; it is equipped with a small kitchen, an individual lounge and a more spacious bathroom and balcony. Each room maintains humble details without any excessive elements or colors; Lu hopes every mother using the facility will feel cozy and feel good to use every facility in the room. Translated by Ray S.C.Chu & David Mark Riz



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20. 21.22. 一般房型內部概念草圖。23.24.25. 一般房型規劃為8坪，其中的衛浴空間以有趣的雕塑形體設計，使之如一個獨立量體一般，增添房型的趣味感。26. VIP房型比一般房型多了一小型廚房、獨立休憩區，加上寬敞的衛浴空間與陽台。27. 整個空間維持一種簡敘優雅的調性，沒有乖張的裝飾感，對需要充分養息的產婦造成無謂的感官衝擊。28. VIP房型的衛浴間設計。

20. Conceptual drawing from the initial drawing 21.22. Conceptual drawing for typical floor 23.24.25. Typical room is 8 pings. Its bathroom is particularly unique in its artistic interest 26. VIP room offers a kitchen, an individual lounge and a more spacious bathroom space and balcony 27. Interior exhibits a sense of comfort and leisure 28. Plan, VIP room

