

level 6ix - Bellavita

| Concept x Creativity |





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參與者」陳海倫 張耀文
攝影者」盧震宇
空間性質」服飾店
坐落位置」台北市Bellavita 2F
主要材料」鑽泥板、磨石子、鏡子、黑鐵面
面積」40坪
設計時間」2009年4月至8月
竣工時間」2009年12月

Designer」 archinexus / Tai Lai Kan
Participants」 H. L. Chen, Y.W. Chen
Photographer」 Z. Y. Lu
Category」 garment store
Location」 2F., Bellavita Mall
Material」 wwc(wood wool cement board,) whet pebble, mirror, black steel
Size」 40 ping
Design period」 April - August, 2009
Construction period」 December 2009



若說時尚是一門藝術，那麼展演時裝的空間就是一種觀察當代文化語言的媒介。level 6ix Bellavita旗艦店，如同一座揉合劇場裝置與展演藝術的平台，設計師將這座精品旗艦店視為展呈時尚藝術的殿堂，為消費者的購物體驗帶來心靈層次的享受。

level 6ix的整體設計概念聚焦在服裝藝術與場域、購物行為之間的關係。在這樣的創作脈絡下，設計師將整座空間視為時尚秀場，利用U形緩坡建構出伸展台，透過地坪層次引導觀賞動線，並利用鏡牆擴延內部景深。這座U形緩坡框圍出環形劇場般的輪廓，動線不僅能流暢自由的穿梭，也豐富著地景形貌，凸顯出中心平台的焦點角色，觀賞者像是置身於循環的路線裡欣賞各個服裝系列，同時也經由不同的角度與高度環顧中心平台所展示的時裝，在選購行為裡與基地密集對話。在通透的場域中，地坪的高低差微妙的拉開了人與人之間的距離，讓參觀

動線減少了干擾，保留下舒適的購物感受，而立面大量的鏡牆裝置又能觀察到鄰人動態，或適時將探詢需求傳遞給服務人員。

考量level 6ix崇尚自然簡約的主張，以及展出眾多潮流品牌的需求，本案的材質計劃採取低調策略，藉以襯托時裝的設計感。選用鑽泥板與台灣原生材磨石子，建構質感內斂的場域，透過幾近無色彩的寧靜氣息反襯出各具風格的時裝細節。同時，以服裝條碼作為靈感的拼接天花板，在不等距分割線條裡收編入照明燈具，與地坪燈帶漫出的光源，共同營塑著空間的情緒氛圍。

整座旗艦店並未陷入計較場域功能的窠臼，而是思索如何提高空間的可塑性。利用可調式衣架，透過人檯擺放位置與場域當下的調配，宣示著靜態展覽與動態走秀等不同意涵，為往後開拓多變的展演彈性。

在本案中，裝飾元素與實質效用是一體兩面的。設計師植入一座曲面屏風圍塑出試衣Lounge，這座半穿透的介面不僅加強了全案的層次感，也為視覺進行透與變的遊戲。在鏤空屏面裡錯置著鏡材或立板，立板漸次的轉向編排連結成律動感，也讓後方的試衣Lounge與前方的展示區能藉由鏤空窗口產生視線交集，屏面的立版方向與鏡材鑲飾選擇性的遮飾了試衣Lounge，滿足賓客的隱私需求。曲面屏風增添了空間的戲劇性，錯置在屏風裡的鏡面，不僅成為這場視覺運動的短暫凝結，也與全案豐富的光影折射出瑰麗幻境。採訪」劉蕙蘋

1. 在鏤空屏面鑲飾鏡材，選擇性的遮飾內部的私密空間。2. 外觀，利用明透的立面與內部鏡牆，擴大空間景深。
1. Privacy control provision inside the lounge 2. Outlook view of level 6ix; transparency and mirror increase the spatial depth



A space for fashion is an important medium that supports the business as well as giving proper interpretation of the designer's intention. Level 6ix Bellavita flagship store inside the most luxurious mall in Taipei represents a temple of fashion, where each garment is like part of a collection in museum. Everyone who walks into the store is submerged into a total appreciation with both body and mind.

The design concept for level 6ix was to build up a link that binds up space, garment art and consumer's psychology all together. Designer Ken used U-shaped catwalks to border a space in order to attract visual focus. Multiple heights of the floor levels increase the spatial layers as well as guiding one's vision to land on different terrain where a garment is displayed. This particular layout forms a looping route where shoppers intimately walk as well as shop for the products. Floor gaps and the looping system allow shoppers to depart onto different levels thus avoiding the close physical contact in typical shopping spaces. Reflections from mirrors allow sales representatives to offer instant help if necessary.

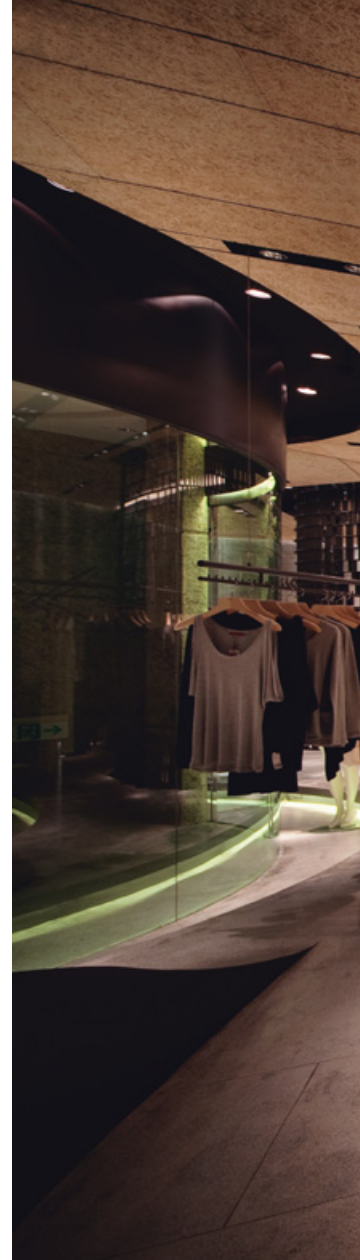
Level 6ix is a store offering various selections of simple cut brand-name garments and accessories. Ken wisely adopted materials such as wood wool cement board (wwcb) and wet pebble floor in order to reduce the color and textural tone of the space. The rustic texture of wwcb, for example, offers a perfect match to the garments in the space. The ceiling reveals a banding pattern like a barcode where

lighting fixtures gently radiate warm lighting. Similar lighting on the floor provides a perfect dialogue with the ceiling fixture.

The space in level 6ix is not fixed in a single designated program. It is flexible enough to adapt to changes whenever necessary even for a cat-walk show.

The most lavish element of the store is certainly the dressing lounge. Here a curved screen shields the quarter while inside the zone one's vision can still penetrate into the front. Hollows in screen are joined with mirror and wood panel to give a theatrical rhythm and a clearly veiled panel provides a privacy-controlled space for trying on clothes
Translated by Ray S.C.Chu & David Mark Riz

3. U形緩坡如同伸展台，同時也引導著觀賞動線。4. 選用鑽泥板與台灣原生材磨石子，呼應品牌崇尚自然簡約的主張。5. U形緩坡向上攀升，形成展示檯面。6. 透過燈帶漫出的光源強調地景層次，也營造著空間的情緒氛圍。
3. Catwalk space leads shopper to wander around 4. Material like wwcb and wet pebble give a close reading to nature 5. U-shaped platform forms a showcase level 6. Lighting fixtures focus on portraying the undulating terrain of the floor





4



5

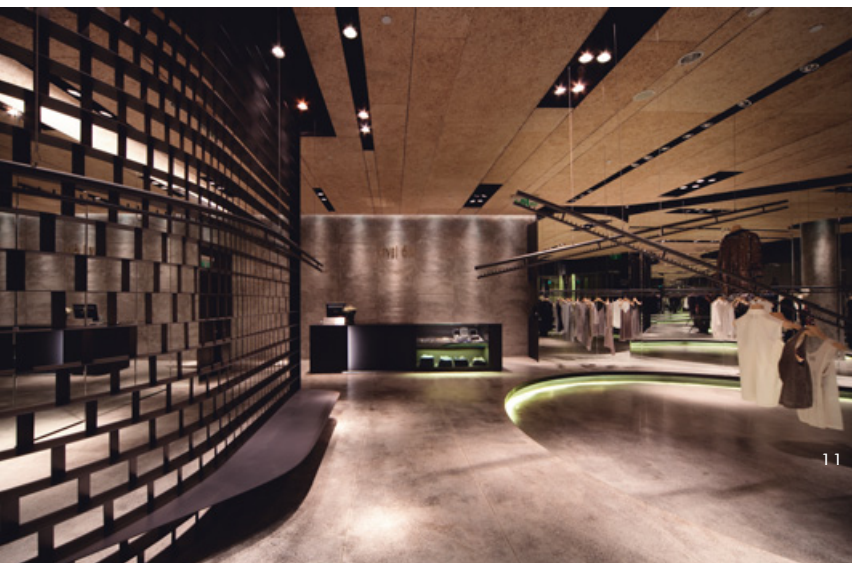


6



7. 將空間視為時尚秀場，利用U形緩坡建構出伸展台與地坪的層次脈絡。
7. U-shaped space builds a multiple level terrain







8

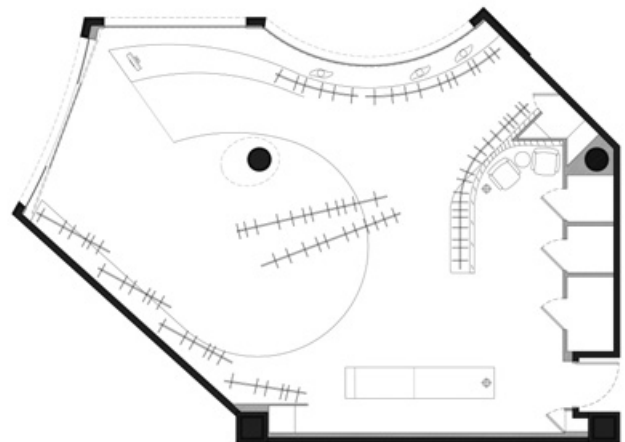


9



10

8.9. 空間植入一座曲面屏風圍塑出試衣Lounge，屏面立板漸次的轉向編排呈現出律動感。10. 雙軌吊桿利用懸掛方式虛化重量，宛如繞行空間的飾帶。11. 櫃台可多視角的看望店內，利用鏡子修飾收納空間，並擴大內部景深。12. 基地中心的掛衣架採用可調整的吊點設計，提高展演的靈活性。13. 平面圖。
 8.9. Lounge is a space for trying-on clothes 10. Double hanging system is like a winding decorative band 11. Mirror reflection increases the spatial layering 12. Adjustable hangers provides flexibility for garment display 13. Plan



13