

URBAN, HongKong

設計者」何宗憲設計有限公司 / 何宗憲

參與者」陳穎璇

攝影者」Dick Liu

空間性質」餐飲

坐落位置」香港中環置地廣場 3 樓 322 號舖

主要材料」清玻璃、清鏡、乳膠漆、膠地板、防火膠板、石材、紅磚、馬賽克、鏡面不鏽鋼、木地板

面積」88 坪

設計時間」2013 年 6 月至 8 月

施工時間」2013 年 9 月至 11 月

Designer」Joey Ho Design Limited/Joey Ho

Participant」Noel Chan

Photographer」Dick Liu

Category」dining space/restaurant

Location」Shop 322, 3/F, Landmark Atrium, 15 Queen's Road Central, Hong Kong

Materials」glass,mirror,Emulsion paint, plastic laminated floor,Vinyl,fire-proof floor,stone,tile,mosaic,mirror surface stainless steel,wood floor

Size」289.5 m²

Design period」June – August 2013

Construction period」September – November 2013

何宗憲設計有限公司 / 何宗憲

生於臺灣、在新加坡及香港長大，香港室內設計師何宗憲為「何宗憲設計有限公司」及「書得起」書店的創辦人。於香港大學修畢建築碩士，隨後 2002 年將其用之不歇的活力及熱情自行創立其室內設計公司。設計專案類型涵蓋廣泛，屢獲殊榮。眾多知名作品在海外及本地設計項目至今已獲 100 個獎項。基於對多元文化的深入瞭解，何宗憲的設計手法前衛創新、體現深遠前瞻的願景，而不失大方與實用。其獨特的品味及觸覺展示現代主義的特色，認為空間運用須發掘潛藏生活中的實用功能，並擅長用象徵性的視覺形式來表達敘事觀點，試圖為生活體驗打破既定的意象，為生活重新定義。

Joey Ho Design Limited / Joey Ho

Born in Taiwan and raised in Singapore and Hong Kong, Joey Ho received his M.A. degree from Hong Kong University. He founded his design firm in 2002 and has since received numerous awards, domestic and international.

He is interested in multiple cultures and having a global ear, Joey loves to use more advanced design solution such as creating direct links between art, architecture and interior space. His work delivers a strong abstract impression and can be interpreted by several natures derived from cultural symbolism.

Joey Ho



設計師何宗憲創作過許多餐飲空間，他的作品總是扎根於理性實用的基礎上服務使用者，並且更進一步的賦予童趣和想像，因此作品往往有股清新調性，打破了大眾對於該類空間的既定印象。

Urban 位於香港中環置地廣場內，該座百貨位處於香港文化匯萃區塊，頗具歷史背景，商場內部聚集了全球各大時尚精品，向來是城市裡的購物熱點。餐廳落點在商場頂層之角落區域，使用面積局部依鄰迴廊並且可俯瞰中庭。本案面對的首要挑戰是必需像街道般開放，不能中斷百貨商場之動線，並且要前後通透鄰接左右。在不能築牆圍塑獨立區塊、雙入口且無明確的動線指向等前提下，衍生出餐廳未來可能面臨的問題：因餐廳範圍界線模糊，在人流穿梭之中逐漸成為過道場景，並且難以聚集人潮。

為了解決上述問題，設計師首先分析基地所處的環境特色及其客層屬性，更細膩的構思理想方案。他觀察，該點除了購物休閒人潮之外，周邊辦公大樓林立，常見商務族群到此覓食，入夜後亦不乏小酌放鬆的都會男女，因此本案的飲食需求無需侷限於三餐供應，而是應該在各個營運時段都能夠提供服務，空間除了要有舒適的座區提供購物族群休憩，也必需規劃有效率的工作動線，以因應商務人士緊湊的日常節奏。據此，他在設計上提出了兩個方針：一是創造鮮明的氛圍情境深植餐廳印象，避免在川流人潮中被忽略，二是運用軟硬體表現 Urban 產品多樣化之特色，表明餐廳可以滿足多種類型的飲食需求，動線與座區安排亦要注重彈性，並且因應城市的生活節奏。

業主 Urban 主要提供英倫菜色，設計師從英國經典與前衛共鑄一爐、文化多元等特質探掘靈感，運用大量的市集元素符應 Urban 的菜色屬性，將市集匯聚各類族群，親民、活力、現代等特色注入本案，以回應百貨商場內各式各樣的消費者以及多樣化的餐飲需求。在規劃期間，設計師親至倫敦觀察當地的市集風景，將當地攤位聚集，檯面佈滿豐富食材，小販們精神奕奕煮食的動態，感官上所領受的繽紛色彩與香氣四溢，一一揉進這個作品裡。

市集向來予人包容性高且充滿活力的印象，是城市裡輕鬆有趣的亮點，不同攤位聚集，琳琅滿目的飲食選擇，繽紛色彩與各種香氣，總是強烈的吸引人們目光，撩動著內在的食慾。回到百貨商場內，設計師透過眾多具象元素釀構市集氛圍，

1. 外觀。2. 別富設計感的復古霓虹燈招牌，呼應全案的英倫調性。

1. Exterior view 2. Nostalgic neon sign glittering in the dark



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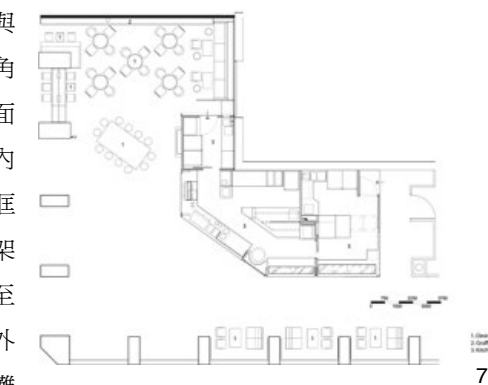
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大膽的將廚房解構，使它兼具烹飪與展演的雙重功能。Urban 位於樓層角落，也是商場動線的轉折處，在平面上劃設出一座角型的工作區，此區內部為中央廚房，對外則以長檯進行框圍。工作區外觀運用深色的金屬框架勾勒，並向上延伸成頂桿線條連接至天花板，仿似攤車頂棚的結構。從外觀上看來，工作區宛若鱗次櫛比的攤位聚集，前方平台上端放各種食品，廚師與服務生的動態亦能被清楚看見，食物的成品展示或現場製作同時上演，在視覺與嗅覺上十分熱鬧，一座小小市集就此而生。

何宗憲向來喜愛現代城市的活力與節奏，香港素以融合中西文化、購物與金融中心的形象深植人心，本案他以香港這座城市作為靈感，希望透過空間述說城市特色，加深這座市集與在地的的情感連結。他並不歌頌城市裡那些繁華似錦的光鮮，反而鍾情於非主流文化，認為在角落裡不完美的缺口，更能赤誠的表達城市特質與生命力，也正是城市的趣味之處。他以街頭藝術表述香港的生氣勃勃，邀請歐洲街頭藝術家 Vhils 現地創作，藝術家以香港印象為靈感，把餐廳裡一座 9.35 米長的磚牆作為畫布進行刻畫，使塗鴉牆鑿刻的立體背景襯托著飲食男女，而這道磚牆在視覺上與服務區形成相連的錯覺，因此行人無論從左右方經過都能輕易看見。此外，磚牆前方的天花板局部挖空，勾勒出建築群的輪廓線，抽象的表現了香港建築密度高之特色，與後方的城市壁畫相互輝映。

本案另一個有趣之處是將工業元素融入軟硬體，為空間鋪陳淡淡的歷史韻味，讓全案緊密的扣連英倫風格。設計師使用大量的黑色金屬勾勒出立體感的場景層次，使用金屬管變造成燈具，木地板施作仿舊處理，以下水道井蓋為靈感的特殊桌腳，復古的霓虹燈招牌與立體燈字等裝置，搭配紅磚、水泥、木質、皮革、瓷磚等材料運用，為全案抹上英國工業風的古著情調。設計師創作概念發想於英倫市集，大膽結合街頭塗鴉與工業設計等元素，為餐廳植根鮮明特色，在無法獨立劃界的限制下，更加刻意保留寬闊動線，進而將基地轉化成一座類廣場空間，承襲了市集海納百川的個性，不僅提供自由舒適的動線，更藉由預設的物件距離磨合新舊元素，讓這座餐廳從不同角度觀看都能疊成特色風景，引人好奇張望、輕鬆停佇，在城市一角享受自在悠閒的時刻。採訪 | 劉惠穎

3. 工作區外觀運用深色的金屬框架勾勒，與白色長檯形成對比，呼應品牌以黑白作為主色調之特色。4. 工作區兼具烹飪與展演的雙重功能，從外觀上看來，宛若鱗次櫛比的攤位聚集，前方平台上展示各種食品，廚師與服務生的動態亦能被清楚看見。5. 刻意保留寬闊動線讓視景能夠內外通透，使餐廳熱絡的動態成為風景，吸引人停佇。6. 設置大桌讓陌生人能夠一起用餐，輕輕的交集，傳達城市生活之特色。7. 平面圖。

3. Metal hangers painted in black maintain a dialogue with the white color table 4. Working and cooking areas are packed like many street food vendors 5. An easily accessed view towards the interior 6. A big table is a symbol like a city where people gather and live 7. Plan



Joey Ho's restaurant space respects one thing first – a programmatic rigorousness, then a second – to use design as a media to provide fun to users and inspire them to find interest in daily life and activity.

Urban is located right in a dining court of a shopping hall amidst the hustle -bustle of Central Hong Kong. This venerable mall gathers some of the most expensive stores in the world and the restaurant quietly sits on the top floor facing a central courtyard. A central challenge to be met by the design not only required the best dining quality but the creation of a service layout that did not jeopardize the existing path and also created two entrances to meet the flow of customers from two directions.

Joey analyzed the customers of the mall and found the people who eat in these courts are not only shoppers but rather it is dominated by workers of surrounding the office towers. To meet the office worker's efficient demand of food Joey set up a way to allow waiters to bring food in an efficient and easy way. He proposed a bright, fresh spirit highlighting the spatial uniqueness and food persuaded the owners to enrich its product lines to attract all types of customers.

Urban offers mainly British food. Joey hoped the restaurant would be very friendly so it inspired him to use many street elements like those commonly seen in a conventional market. Joey even personally travelled London to make first-hand observations of a local market.

8. 將工業元素融入軟硬體，金屬管燈具與後方的磚牆疊合成特色風景。9. 利用光澤感的黑白磁磚，為空間帶入些許精緻感，同時方便日常的整理照顧。10. 軟硬體使用大量的復古元素，並且刻意仿舊處理，為空間蘊釀淡淡的歷史感。
8. Industrial elements are transformed into new "stuff" 9. Black-and-white tiles are elegant and easy to be maintain 10. Nostalgia elements brings up memories of the past

建材分析 Material Analysis

1. 使用大量的黑色金屬勾勒出立體感的場景層次。
 2. 邀請歐洲街頭藝術家 Vhils 現地創作刻畫，以層層磚牆鏤刻的立體背景襯托空間裡的飲食男女。
 3. 將工業元素融入軟硬體，使用金屬管變造成燈具，木地板施作仿舊處理，以下水道井蓋為靈感訂製桌腳，復古的霓虹燈招牌與立體燈字等裝置，搭配紅磚、水泥、木質、皮革、瓷磚等材料運用，為全案抹上英國工業風的古著情調。
1. Black color metal members weave a space like a movie studio
 2. Street artist Vhils' graffiti art on brick wall
 3. Industrial elements like pipes, rustic wood floor, man-hole cover, and sign board play collage games with all sorts of materials

溝通重點 Communication Note

1. 餐廳位處於商場頂層之角落區域，必需像街道般開放，不能中斷百貨商場之動線，並且要前後通透鄰接左右。設計上需思考如何在人流穿梭之中留下深刻印象，聚集人潮。
 2. 消費客層較廣，包括購物人潮、商務族群，空間需保有彈性，以因應各時營運時段的服務需求，也必需規劃有效率的工作動線。
 3. 業主要提供英倫菜色，從英國經典與前衛共鑄一爐、文化多元等特色探掘靈感，以市集元素符應著菜色屬性以及餐廳的地理位置，將市集匯聚各類族群，親民、活力、現代等特色注入本案，回應百貨商場內各式各樣的消費者以及多樣化的用餐需求。
1. Service orientation could not violate the existing pathway, and two outlet openings needed to meet customers from two directions
 2. Service path and service system needs to be efficient and easily used
 3. The space needed to meet the flavor of the food provided in this restaurant.





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11. 邀請歐洲街頭藝術家 Vhils 以香港為靈感創作刻畫，磚牆前方的天花板局部挖空，勾勒出建築群的輪廓線，抽象的表現了香港建築密度高之特色，與後方的城市壁畫相互輝映。12. 塗鴉牆壁刻成立體背景，襯托著餐廳裡的飲食男女。13. 利用紅磚、水泥、木質、皮革等材料運用，為空間抹上英國工業風的古著情調。
11. Street artist Vhils paints a work on the surface of brick wall 12. The graffiti art through inside 13. The texture of the old materials gives a strong sense of an industrial warehouse



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An open market is always the best place to see the culture of a city; it is a place that nourishes the taste and memories for every young boy and girl. The noises and smells of the market follow one throughout life.

In the mall, Joey took what he saw in London and transformed it into new material into a new market. There is an acute angled working table surrounding a kitchen, and an outer ring is circled by a table. Many metal bars hinge together and gradually spread like one store joining with another. Food ingredients are displayed in front of the long table, and behind the table, chef and waiters are busy preparing food.

Joey loves the rhythm of big city, and Hong Kong is definitely the Muse that inspires him. But his interests extend little bit further and he feels more fun not in conventional city culture rather the sub-culture is his first love. He thinks art that hidden inside darkness is probably the best representative of a big city. In this restaurant, he hired a street artist Vhils to paint a 9.35 meter long brick wall. This graffiti art portrays an unpredictable and speed-anchored world where lives a crowd of people walking behind it. The abstract strokes invite a vivid reading of the city where we live.

Joey invited another spatial reading to the space – a space full of pipes, machines, and other elements in a typical industrial house or factory. Here the pipes were turned into lighting fixtures and man-hole covers are now decorative chair feet. With materials in brick, cement mortar, aging wood panel, rustic leather, and tiles, the space reveals a full sense like a century old warehouse, a place that gathers all sorts of stuff, nostalgic but also collaged in a surreal way.



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