

# Hokkaido Dairy Farm Restaurant

設計者」何宗憲設計有限公司 / 何宗憲

參與者」林錦玲

攝影者」Dick Liu

空間性質」餐廳

坐落位置」香港

主要材料」可麗耐、浮膠漆、油性漆、塗層、強化玻璃、清鏡、膠地版、戶外防水布藝、毛絲不鏽鋼、鏡鋼、不鏽鋼、防火膠板、木材、戶外木、磚

面積」18 坪

設計時間」2014 年 3 月至 4 月

施工時間」2014 年 5 月至 6 月

Designer」Joey Ho Design Limited / Joey Ho

Participant」Joslyn Lam

Photographer」Dick Liu

Category」Restaurant

Location」Hong Kong

Materials」formica board, paint, oil-based paint, coating paint, temper glass, mirror, plastic tile, water-proof fabric, stainless panel, fire-proof board, plywood, outdoor weather resistance wood, brick

Size」60m<sup>2</sup>

Design period」March – April 2014

Design period」May – June 2014

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。

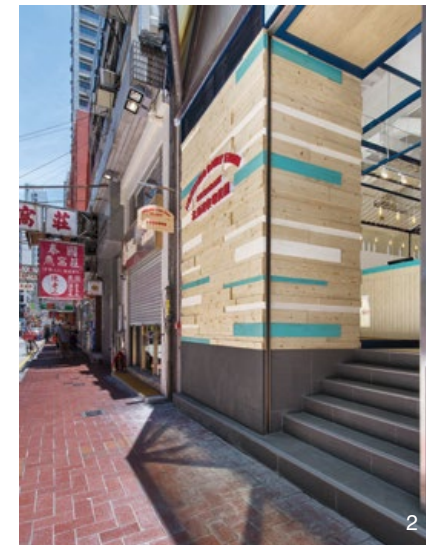
基於對多元文化的深入瞭解，何宗憲的設計手法前衛創新、體現深遠前瞻的願景，而不失大方與實用。其獨特的品味及觸覺展示現代主義的特色，認為空間運用須發掘潛藏生活中的實用功能，並擅長用象徵性的視覺形式來表達敘事觀點，試圖為生活體驗打破既定的意象，為生活重新定義。

Joey Ho Design Limited / Joey Ho

Joey Ho was born in Taiwan and grew up in Singapore and Hong Kong. He received his M.A. degree from Hong Kong University. He founded his design firm in 2002 and has since received numerous awards domestic and abroad.

Interested in multiple cultures and with a global ear, Joey loves to use advanced design solution such as creating direct links between art, architecture and interior space. His work delivers a strong abstract impression and cultural symbolism.

Joey Ho



城市總是那麼擁擠，大樓林立，櫛比鱗次的商舖羅列在街道上，偶爾仰首才能從高樓間距中一探天際，環境充斥著人造物，都市人的生活離自然原野日漸遙遠，原生於自然舒展、呼吸的天性，如今卻本末倒置，僅能在假期才得以一親田野芳香，Hokkaido Dairy Farm Restaurant 試圖改變這種生活在都會的焦慮感觸，為都市男女建構一座純粹天地，作為心境轉換的出口。

本案品牌以北海道特選鮮奶作為賣點，販售各類相關輕食、飲品，業主在構思創立時，即期望空間能擁有北海道清新特質，引導消費者從用餐情境喚醒自然嚮往。何宗憲設計師為此案另闢思路，去除餐飲空間慣常疊加、裝飾，以炫技擄獲目光等手法，改採減法思維，令全案去蕪存菁，俐落突顯品牌定位及產品優勢。

## 抽象·原野自然

「自然」是最受歡迎、易觸動人心的大眾題材之一，如何將自然意象植入都市空間，避免鑿痕矯作，真誠對應品牌精神，是此案的思考核心。北海道向來以環境純淨自然，廣闊的田園大地深植人心，親歷當地牧場的新鮮乳品和青草香，更是旅客必經行程；對此，設計師將北海道牧場元素抽象化，再重新編入全案情境脈絡，回應產品特色。

在整體構想中，這個世界一片純真，不僅可觸動親近自然的想望，還能提供獨立於城市之外的清新感受。設計師首先恢復空間素胚，整理管線走向，令室內盡可能淨簡挑高，奠定乾淨輪廓。另一方面，媒合牧場意象，明喻餐廳供應的牛奶和乳製輕食講求新鮮純正，全案詠讚自然卻不執著寫實，設計師將北海道牧場抽象化，以色彩語彙連結北國風情，使用白色、綠色意喻牛奶、草原，大量淺色木作呼應牧場內的木構建築，三種主色交插穿錯，配搭成牆面與坐椅的妝色，連結北海道牧場的風景印象。

裝飾手法上，牛奶瓶作為主要符號貫穿全案，發展成鏤空的圖騰、燈具，連結品牌主力產品。牆面的綠色飾帶不規則鏤刻水滴，對應上方的奶瓶造型，意表濃純牛乳緩緩滴落的流動感，是另一有趣細節。

1. 玄關，以牛奶瓶作為視覺符號，表達食材使用新鮮牛乳與自然純正等特色。2. 外觀，木色、綠色、白色編織成主牆表情，簡潔素雅的調性與喧鬧環境形成反差。

1. Entrance displays a big iconic image of a milk bottle 2. Facade wall color tones are earthy, white and green





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對照·都市光景

從環境面回望此案，店舖位於寸土寸金的香港上環鬧區，周邊大樓林立，商舖熱鬧緊密，如何突顯餐廳存在感是此案的重要課題。設計師反向操作，使空間內部大量留白，換取視覺放鬆呼吸，清新示人的策略形象，給消費者在一片琳琅滿目的商舖選項中，帶來煥然一新的餐廳感受，進而引起入內探索的動機。

餐廳對外刻意以大片玻璃鄰接街道，使緊簇街容與淨簡空間形成強烈對比，然而此舉目的並非意圖截然二分，而是希望內外相映成趣。因此，空間盡頭鋪覆大片鏡面，映射街道上的車水馬龍，除了避免室內外情境過於扞格，亦為室內加乘日照光感，在開放式格局的透視感下，餐廳像似被包夾在熱鬧街景中，滿室柔和設色與純淨的光線效果，彷彿喧囂都市裡的一片淨土，十分惹人矚目。抽象結構是全案另一重點，使用骨架勾勒餐檯、斜屋頂等線條，這些深色的結構線與溫暖木作發揮視覺穩定效用，令空間輕盈而不失份量的落佇於街道裡。

本案設計取向明確，靈感自北海道情境孕育而來，以自然作為基礎，加以抽象、突出局部元素，塑造出既真實又虛構的情境，淺顯易懂的視覺語彙令空間名實相符，反覆迴繞的重點元素與輕食產品彼此呼應，直切品牌使用純正牛乳、食材自然純正等訴求；可以說，設計師洞察、淨化了北海道牧場元素，編纂成系統性語彙，將當地特有氣息與都市餐廳相融，進而投射品牌特色，讓消費者在產品與情境的雙重感受下，暫時擺脫現實禁錮，遊走於喧鬧街景與牧場想像之間，精確傳達品牌訴求而不失純真浪漫。採訪 劉惠蘋



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3. 開放式空間中，使用深色線條勾勒造型結構，強化室內整體的透視感。4. 平面圖。5. 採用大片玻璃鄰接街道，使緊簇街容與淨簡的室內形成強烈對比，相映成趣。6. 有別於街容熱鬧緊密的氣氛，餐廳空間刻意大量留白，令視覺得以放鬆呼吸，以清新形象誘動消費者好奇心，進入內探索。  
3. Interior displays a strong perspectival view 4. Plan 5. Big glass panels form the border between restaurant and street 6. Interior layout is simple and nature



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In the current megacity, it is difficult to breathe and find a spare spot to view out of jammed high-rise towers. People in this city wish for moments to walk around in nature and “Hokkaido Dairy Farm Restaurant” was born to provide this opportunity.

The restaurant provides an experience of Hokkaido and the beverages, snacks, light-dining food all use Hokkaido imported ingredients. Designer Joey Ho carefully provided a sensible touch of the place without using excessive furnishing elements and decorative items.

#### Abstraction – Nature

Nature is a topic that is most welcome by modern people but it is difficult to portray the phenomena of natural surroundings in an interior design project. The designer’s challenge was to bring Hokkaido in as an abstract impression and only use limited furnishing elements such as dairy products and color of the landscape.

The space is spacious in a way that allows people to feel the undulating land profile and endless extension of horizon in Hokkaido. White and green colors were adopted extensively to signify the snow covered land in this northern state. White is also close to the impression of dairy products while green color signifies the endless fields. Wood members appear in certain portions of the space. This material is close to wood cabinets and ranch houses built of wood, commonly seen in the land of the big island.

Milk bottles appear in the shape of lamp fixtures. A motif showing milk pouring out from a big milk bottle provides a direct connection to healthy living and nature.

#### Cityscape, a mirror impression

Squeezed inside the dense city fabric, the restaurant needed a good design strategy to become readily identifiable. Joey made the building visible against the surrounding cityscape by not adding too much to the street front but rather reducing to its most minimal the colors and materials. The strategy works as the restaurant invites curious observation and has formed a self-identified image within the surroundings.

Large glass panels give the restaurant total transparency and stimulate pedestrians to look in. The internal mirrored panels’ reflection of street life creates an illusion of people sitting between two street fronts. The restaurant is a tranquil and undisturbed ground immersed in simple and wood-based interior furnishings. The success of this commercial project has built a link between its customers and service. The design invites a real experience of Hokkaido in Hong Kong’s super dense city fabric. Customers feel a certain relief from the city with the restaurant’s sensuous pleasure.

7. 牆面鋪覆明鏡延展空間景深，使室內光照效果更加明亮。8. 牛奶瓶作為主要的視覺符號，發展成鏤空圖騰、燈具，連結品牌的主力產品。9. 使用線框勾勒點餐區，強調透視感，便於服務人員即時關照顧客需求。

7. Mirror clad over part of wall exhibits reflections from the street activity 8. Milk bottle was used extensively from lighting fixtures to furnishing objects 9. Strong perspective view in the ordering zone



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10. 空間盡頭鋪設鏡面，映射街道上的車水馬龍，在開放式格局的透視感下，餐廳彷彿被包夾在熱鬧街景中。11. 採用白色、綠色意喻牛奶、草原，大量淺色木作呼應牧場內的木構建築，三種主色交插穿錯，呼應北海道牧場的清新風景。  
10. Interior mirror reflections and the busy street frame the tranquil interior between 11. White and green signify the terrain color usually seen in Hokkaido

#### 建材分析 Material Analysis

1. 塗料。使用色彩進行編碼，以白色、綠色意喻牛奶、草原，連結北海道清新風景，給予消費者一種似曾相似的情境感受。2. 木作。呼應牧場內的木構建築，外觀、色調強調樸素無華，表達產品自然、無過度人工添加等特性。3. 將牛奶瓶此一通俗且具親和力的視覺符號，發展成鏤空圖騰、燈具，貫穿全案。  
1. Paint – color is used as a metaphor for a perceptual link to Hokkaido 2. Wood – wood provides the impression of a wood cabin and ranch houses usually built of wood 3. Milk bottle – a bottle is used extensively as a motif to symbolize a taste of Hokkaido

#### 溝通重點 Communication Note

1. 品牌以北海道特選牛乳作為賣點，提供各類相關輕食、飲品，空間設計上強調純淨感呼應北海道自然清新印象，讓消費者從情境感受喚醒自然嚮往。2. 系統性的編整北海道牧場元素並融入空間中，以白色、綠色、木色作為色彩語彙，呼應北海道牧場的牛奶、草原、木屋，連結品牌產品營養、用料純正等訊息。3. 利用鏡映效果與透視感使餐廳與環境對話，室內刻意淨簡留白，在緊密熱鬧的街景裡更顯突出。  
1. The design provides a direct visual impression of Hokkaido and its beverage, food and spatial interests 2. The design abstracted several visual elements representing Hokkaido and turned them into a design motif 3. Mirror was used to provide a dialogue between the busy city and a tranquil interior