

Flamingo Shanghai Office

創明鳥上海辦公室

設計者」如恩設計研究室

主持設計」郭錫恩 胡如珊

設計團隊」Nellie Yang, Jerry Guo, Begona Sebastian, Anqing Zhu, Kelvin Huang, Brian Lo, Zhao Yun, Litien Poeng

空間性質」辦公室

坐落位置」中國上海

攝影者」Dirk Weiblen

面積」620 sqm

設計與完成時間」2013年8月-2014年1月

Designer」Neri&Hu Design and Research Office

Design Team」Lyndon Neri & Rossana Hu (principals in charge)

Nellie Yang (associate in charge), Jerry Guo (project manager)

Begona Sebastian (senior designer), Anqing Zhu (designer)

Kelvin Huang (designer), Brian Lo (senior associate in charge of product design), Zhao Yun (product designer), Litien Poeng (graphic designer)

Category」Office

Location」Shanghai, China

Photographer」Dirk Weiblen

Gross area for renovation」620 sqm

Design Period」August 2013-January 2014

矛盾而如謎的閣樓

在白日夢中，回憶起那些幽禁，簡單，封閉空間的瞬間都是溫馨空間的體驗，那個空間不求拓展，而只願被擁有。過去，閣樓好像太小了，冬冷夏熱。然而，如今，通過白日夢在記憶裡重溫，很難通過融合主義簡單判斷，閣樓是大是小，是暖是寒，但卻總是安慰人心。

加斯東·巴什拉 (Gaston Bachelard) 在《空間的詩學》裡將房屋比作靈魂的棲息處，而地窖代表深層的潛意識，閣樓是寧靜而理性思考的空間。在我們的想像與記憶中，閣樓是常被遺忘的空間，矛盾而充滿可能性。如恩設計研究室將上海這一具有工業質感的頂樓空間改造為品牌研究及諮詢公司 Flamingo 創明鳥的上海辦公室，靈感來源於閣樓矛盾而如謎般的概念。

一個平面的屋頂通過附加的 A 框鋼架結構轉換成為可用的空間，項目位置是設計意圖的主要驅動力，增加並提升現有的體驗，來佔據屋簷內的空間，如同一個閣樓。房屋狀的體塊嵌入混凝土平臺，打破了均勻的空間，如此一來，屋頂不只是單一的元素，而可以從不同位置體驗空間的多個層面。

穿過開放的工作區域，人們首先體驗到原結構的寬闊，上方黑色金屬網板構成明亮的天窗。展示區域設有浮頂，將空間封裝其中，同時凸顯空間的開放與靈活。另一方面，會議室完全封閉，但同時擁有雙面傾斜式屋頂，照明裝置模仿形成自然的天窗。通過一條狹窄的樓梯，人們進入一個小夾層，獲得閣樓最高處的體驗。這間安置在其他較大房間中的隱藏房間出現了，從它的窗戶能瞥見其他房間。

鑒於專案客戶的工作特質，該專案的給定元素是由單向鏡劃分的一間間房間。通過窺視與科學的觀察，不同類型的玻璃——淨片玻璃，毛玻璃的散佈使用，單向鏡和鏡子的概念延展開來，推動所有人進入一種輕微不適狀態，因為觀察者與被觀察者能在任何給定的方向逆轉。通過精心設計的開口和分層材料，每一個封閉空間成為一個視覺機制，通過這個濾鏡，我們審視別人，就像審視自己。

創明鳥上海隸屬於 Flamingo Group，是一家擁有全球化視野及實踐的品牌研究及諮詢公司。專注於通過對文化的透析，深入瞭解消費者和品牌世界，以創造性思維幫助品牌發展提供具有戰略性及前瞻性的建議。

1. 牆面由不同材質搭配，分割出上下不同的視覺效果。

1. Several different materials clad a partition in a dynamic rhythm





2. 上方的黑色金屬鋼板構成了明亮的天窗效果。3. 穿過開放的工作區域，除了體驗到原結構閣樓的開闊，也可意會到地面鋪設的混凝土是如此的契合與簡潔。4. 剖面圖。5. 剖面圖 A。6. 剖面圖 B。7. 剖面圖 C。

2. Black color metal board in an area reserved for skylight where light pours in. 3. Working Area, paved by rustic cement mortar, is housed under the attic roof. 4. Section. 5. Section A. 6. Section B. 7. Section C.





- 1. Library
- 2. Work Area
- 3. Reception
- 4. Board Room
- 5. Work Pod
- 6. Observation Room
- 7. Participant Room
- 8. Exhibition Space
- 9. Kitchen
- 10. Toilets
- 11. Storage
- 12. Quiet Room (Mezzanine)

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Paradoxical and enigmatic Attic

In the daydream, the recollection of moments of confined, simple, shut-in space are experiences of heartwarming space, of a space that does not seek to become extended, but would like above all to be possessed. In the past, the attic may have seemed too small, it may have seemed cold in winter and hot in summer. Now, however, in memory recaptured through daydreams, it is hard to say through what syncretism the attic is at once small and large, warm and cool, always comforting.¹

In Gaston Bachelard's seminal work *The Poetics of Space* he poses a metaphor of the house as a dwelling for the psyche; while the subterranean cellar represents our deep subconscious, the elevated attic is a space of quiet and rational thought. In our imaginations and memories, the attic is an oft forgotten space, a space of contradictions and possibilities, both dark and light, intimate and vast, daunting and comforting. Neri&Hu's renovation of an industrial roof space in Shanghai into offices for a leading global insight and strategic consultancy Flamingo are inspired by these very paradoxical and enigmatic notions of the attic.

Essentially a flat roof converted to occupiable space with the addition of a steel A-frame structure, the site itself was a main driver for the design intent, which was to exaggerate and enhance the experience of the existing condition, that is, of occupying the space within the eaves of a roof—like an attic. The insertion of house-like volumes into a landscape of concrete platforms breaks down the homogenous space, such that the roof is not just a singular element, but can be experienced on multiple levels, from various vantage points and on various scales.

8. 立視圖。9. 平面配置圖。10. 傾斜式的屋頂，保留了空間的特質。11. 檯燈的造型，也是經過精挑細選，以配合閣樓的獨特性。12. 淨片玻璃、毛玻璃散佈於各處牆面。

8. Elevation 9. Plan 10. Slanting roof and its spatial quality 11. Lighting fixture was carefully selected to fit the quality of the attic space 12. Transparent and translucent glass covers many portions of a partition





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13. 屋頂上方的照明裝置模仿自然的天窗。14. 檯燈的造型，也是經過精挑細選，以配合閣樓的獨特性。15. 牆面由不同材質搭配，分割出上下不同的視覺效果。16. 從人體與空間的比例可以看出此閣樓十分高挑。
13. Lighting is directed from an opening that has a skylight at the top of the roof 14. Lighting fixture was carefully selected to fit the quality of the attic space 15. Several different materials clad a partition in a dynamic rhythm 16. The attic has a very high ceiling when compared to a person's typical height



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17.18. 大量運用玻璃和混凝土所營造的簡約背景。
17.18. Simplicity is realized by the materials adopted – glass and exposed concrete

Traversing the open work area, one first experiences an extensive view of the original structures, while black metal mesh panels frame bright clerestory windows above. The exhibition area features a pure floating roof to encapsulate the space while leaving it open and flexible. The board room, on the other hand, is completely enclosed, but also captures the telltale double pitched roof and features lighting fixtures that mimic natural skylights. To culminate the attic experience, a narrow set of stairs brings you to a small mezzanine level, a hidden room nestled within the other larger ones, its windows offer stolen glimpses into other rooms—a moment to reflect in hindsight the spaces once occupied. Owing to the nature of the client's work, a given element of the project are pairings of rooms divided by one-way mirror. Expanding upon notions of voyeurism and scientific observation, the interspersed use of varying types of glass—clear glass, frosted glass, one-way mirror, and mirror—forces all the occupants into a state of slight discomfort, as roles of observer and observed can be reversed at any given turn. Through carefully crafted openings and layered materials, each enclosure becomes a viewing mechanism, a filter through which we examine others as we examine ourselves. Flamingo Shanghai is part of Flamingo Group, a leading global insight and strategic consultancy. Flamingo offer creative brand thinking illuminated by profound people and cultural understanding. Text by Neri&Hu Design and Research Office

¹Gaston Bachelard, *The Poetics of Space*, (Beacon Press, Boston: 1969) p. 10



19. 會議室。20. 從天花板垂吊而下的串串燈飾，讓這一區域顯得輕鬆有趣。21.22. 設計概念模型圖。
19. Meeting room 20. Lighting fixture enlivens the space with a vivid energy 21.22. Conceptual model drawings

