

AMORE Sulwhasoo Flagship Store

雪花秀旗艦店

設計者 如恩設計研究室 / 郭錫恩、胡如珊
參與者 Anne-Charlotte Wiklander, Sela Lim, Yanan Li, Kailun Sun, Brian Lo, Nicolas Fardet, Christine Neri, Haiou Xin, Litien Poeng
攝影者 Pedro Pegenaute
空間性質 旗艦店
坐落位置 韓國首爾
主要材料 黃銅結構、灰磚、橡木地板、混凝土、鏡材、水磨石、亞麻布料、霧面玻璃
面積 583 坪
完工時間 2016 年 3 月

Designer Neri&Hu Design and Research Office / Lyndon Neri, Rossana Hu
Participants Anne-Charlotte Wiklander (associate in charge), Sela Lim (designer), Yanan Li (designer), Kailun Sun (designer), Brian Lo (senior associate in charge of product design), Nicolas Fardet (associate in charge of product design), Christine Neri (senior associate in charge of graphic designer), Haiou Xin (graphic designer), Litien Poeng (graphic designer)
Photographer Pedro Pegenaute
Category Flagship Store
Location Korea
Materials Brass structure, Grey brick, Dinesen 400mm wide oak floor boards, Dark and Light Concrete, Mirror, Beige terrazzo, Linnen curtains, Frosted glass
Size 1949m²
Completion period March 2016

郭錫恩和胡如珊共同創立了如恩設計研究室 (Neri&Hu)，一家立足於中國上海，在英國倫敦設有分辦公室的多元化建築設計公司。二位選共同創立了設計共和 (Design Republic)。2015 年，郭錫恩和胡如珊被巴黎家居裝飾博覽會評選為亞洲年度設計師，2014 年，被英國牆紙雜誌《Wallpaper*》評選為年度設計師。2013 年，入選美國《室內設計》名人堂。如恩設計研究室榮獲 2011 年 INSIDE 設計節大獎，2010 年度英國建築評論雜誌 AR 新銳建築獎。

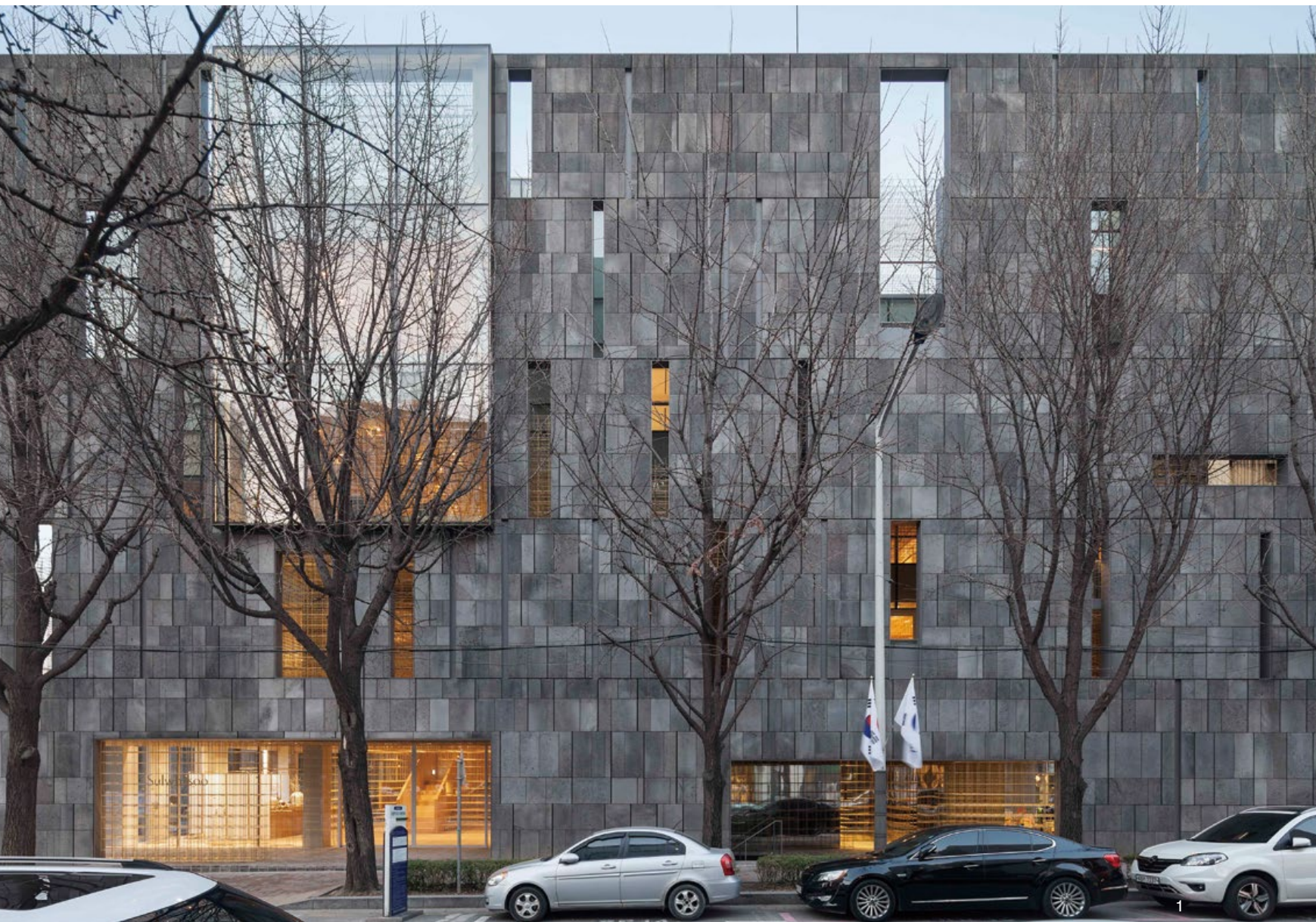
除了屢獲殊榮的建築與室內設計之外，郭錫恩與胡如珊共同為包括 BD Barcelona Design, Classicon, Gandia Blasco, JIA, LEMA, Meritalia, MOOOI, Parachilna, Stellar Works 以及如恩製作 (neri&hu) 等眾多品牌進行產品設計。

Neri&Hu Design and Research Office / Lyndon Neri, Rossana Hu

Lyndon Neri and Rossana Hu are the Founding Partners of Neri&Hu Design and Research Office, an inter-disciplinary international architectural design practice based in Shanghai, China, with an additional office in London, UK. They are also Founders of Design Republic. Neri&Hu are named Maison&Objet Asia Designers of The Year 2015 and Wallpaper* Designer of The Year 2014. In 2013, they were inducted into the U.S. Interior Design Hall of Fame. Their practice was the 2011 INSIDE Festival Overall Winner, won AR Awards for Emerging Architecture in 2010 by Architectural Review.

Besides award-winning architecture and interiors, Neri&Hu have designed products for brands including BD Barcelona Design, Classicon, Gandia Blasco, JIA, LEMA, Meritalia, MOOOI, Parachilna, Stellar Works, neri&hu, among many others.

Lyndon Neri, Rossana Hu



由如恩設計引領打造的韓國雪花秀全球首家旗艦店，於 2016 年初在首爾揭開神秘面紗。設計師選擇具有東方風情的「燈籠」為全案構思，利用黃銅構築出擬似竹籐般的骨架，並取燈籠二字所象徵的內在意涵，鋪陳出一段引領著顧客穿越黑暗、追逐光明的優美篇章。作為場域媒介的金屬結構貫徹內外空間，與實木地板冷暖之間配合得相得益彰，同色調的木質櫃體更在嵌入石板後，亦成為店內商品絕佳的陳列舞臺。

設計師表示全案設計概念可以歸納為三點：個性、旅程與記憶，再從中延伸發酵出不同樓層用途，為顧客帶來多元的五感體驗。位於地下室的 SPA 室透過暗色的牆磚、土灰色石材以及暖調地坪營造出溫和庇護感；隨臺階而上，材料的用色變得愈加明朗開闊，以木元素為主的室內景觀與石板牆面奠定出自然基調，搭配上鏡面包裹之牆體與門片，使得場域跳脫實體維度疆界，滿是輕盈空靈氛圍。

縱橫於室內外的黃銅結構將各空間完美串聯，店內層架更成為穿透而靈動的空間區隔，場域間連結互通卻又不互相干擾，線條重疊之下光影交錯、物像堆疊，除了柔化了室內線條，亦勾勒出宛如透視圖一般的前後景深。屋頂露臺上的網格天籬更將周遭城市景觀框定成為建築的一部分，營造出撲朔迷離的朦朧空間感，在一盞盞垂吊的訂製吊燈、圓形梳化鏡妝點之下，只見華燈初上，燃起點點燈火將建築表面染出一片浪漫景色。

整段旅程糅合了諸如圍合與開放、明與暗、精細與厚重等對立元素，藉由一系列網格開口詮釋出結構線條，使人穿越廊道便如揭開層層東方薄紗，慢慢發覺出蘊含其中的絕妙意趣。順建築而攀生的鏤空框架重新定義了空間的廣度與深度，自店面營造、燈光處理，再至陳列和標識設計，處處皆體現出品牌典雅風貌，也引導著顧客細觀店鋪中一隅一角，共同探索這座首爾的城市新亮點。 編譯 | 劉子瑄

1. 對外國以大小錯置的玻璃窗格構成，對應室內的黃銅層架，完美詮釋出本案之「燈籠」意象。
1. Glass windows in various sizes dialogue with the brass skeleton display shelf



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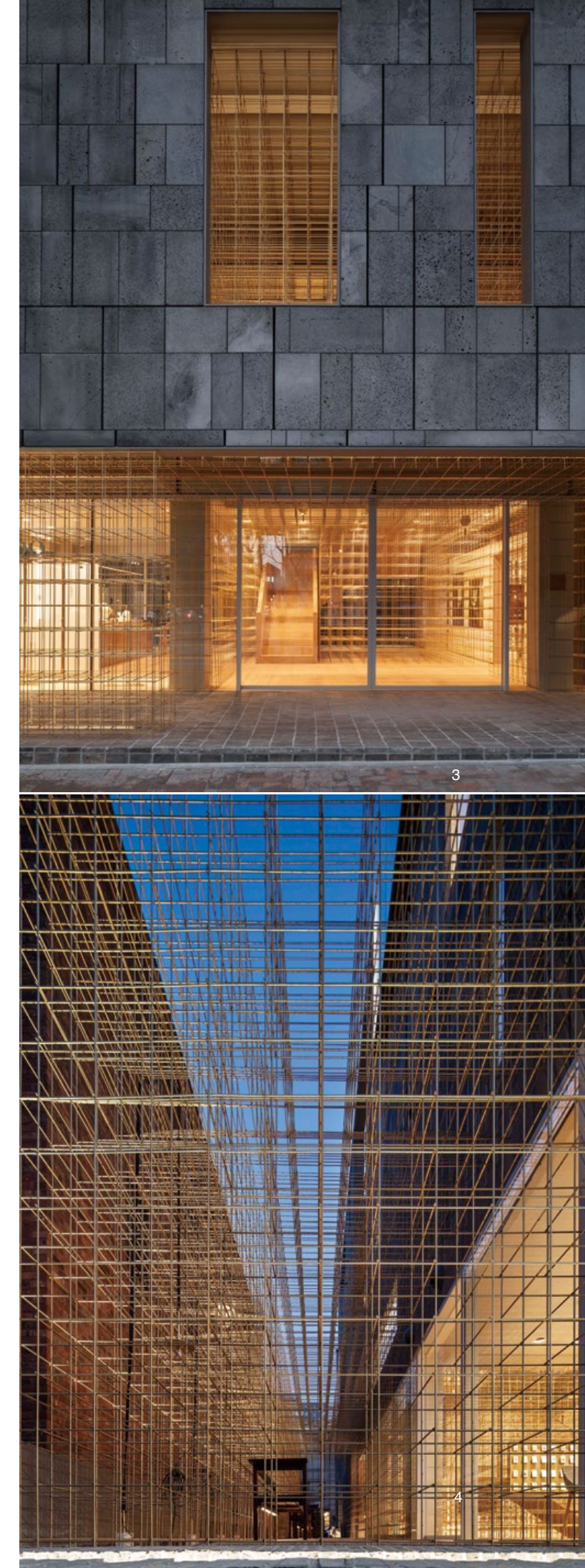
The literal and mythological meaning of the lantern is highly significant throughout Asian history—it leads you through the dark, showing you the way and indicating the beginning and end of a journey. Neri&Hu's radical transformation of an existing five storey building in Seoul, South Korea, into a grand flagship store for leading Asian skincare brand Sulwhasoo is inspired by these notions of the lantern. The building was designed by Korean architect IROJE and built in 2003. Celebrating the roots of the brand, Neri&Hu wanted to develop a concept with strong connections to Asian culture and traditions, ultimately allowing customers to discover the wealth of Asian wisdom that underpins the Sulwhasoo ethos.

The concept originates from three key points that were defined at the very start of the project - Identity, Journey and Memory. Neri&Hu aspired to create a space that appeals to all the senses, that captures the customer immediately as they approach the building, creates an experience that continues to unfold during the journey through the store, and leaves a strong impression with visitors long after they have left. This is what led to the lantern concept, where a continuous brass structure is the element ties the whole store together, guiding customers while they explore the full extent of the space.

In creating a series of voids and openings in the building, visitors fully experience the structure as it moves through the space and envelops the different programs. Mirror volumes are inserted into a wooden landscape to reflect and amplify the seemingly endless structure. The delicate structure rests upon a solid ground of wide timber floor boards that occasionally rises up to form wooden counters with inserted solid stone blocks, on top of which Sulwhasoo's products are displayed as precious objects. While it is primarily a guiding mechanism, the lantern structure is also a source of light—hanging within it are custom light fixtures that turn the structure into the main attribute to frame and highlight the products on display.

Navigating through the five storeys, customers experience changes in atmosphere. The basement spa with its dark brick walls, earthy grey stone treatment rooms and warm crafted wood floors has a sense of intimacy and shelter for visitors. Moving up the building, the material palette becomes lighter and more open, inviting visitors to interact with the space, culminating finally in a roof terrace with its free-flowing brass structure canopy that frames vast views of the surrounding city. The journey is a constant contradiction between two counterparts: enclosed to open, dark to light, delicate to massive. The holistic approach to the lantern concept—from space-making to lighting to display to signage—gives visitors a sense of endless intrigue and urges them to explore the spaces and products with passion and delight. Text By Neri&Hu Design and Research Office

2. 旗艦店由地下室、四層地上空間與頂樓露臺組成，分別規劃成 SPA 室、諮詢間、商品展示處等多功能場域。3.4. 設計師運用「竹籐」語彙，將場域互相拼接，在日光與人工光源下展現出多樣姿態。
2.This flagship store composes of a spa room, information area, display and other open spaces on four floors 3.4. Artificial and natural lighting weave a rich melody

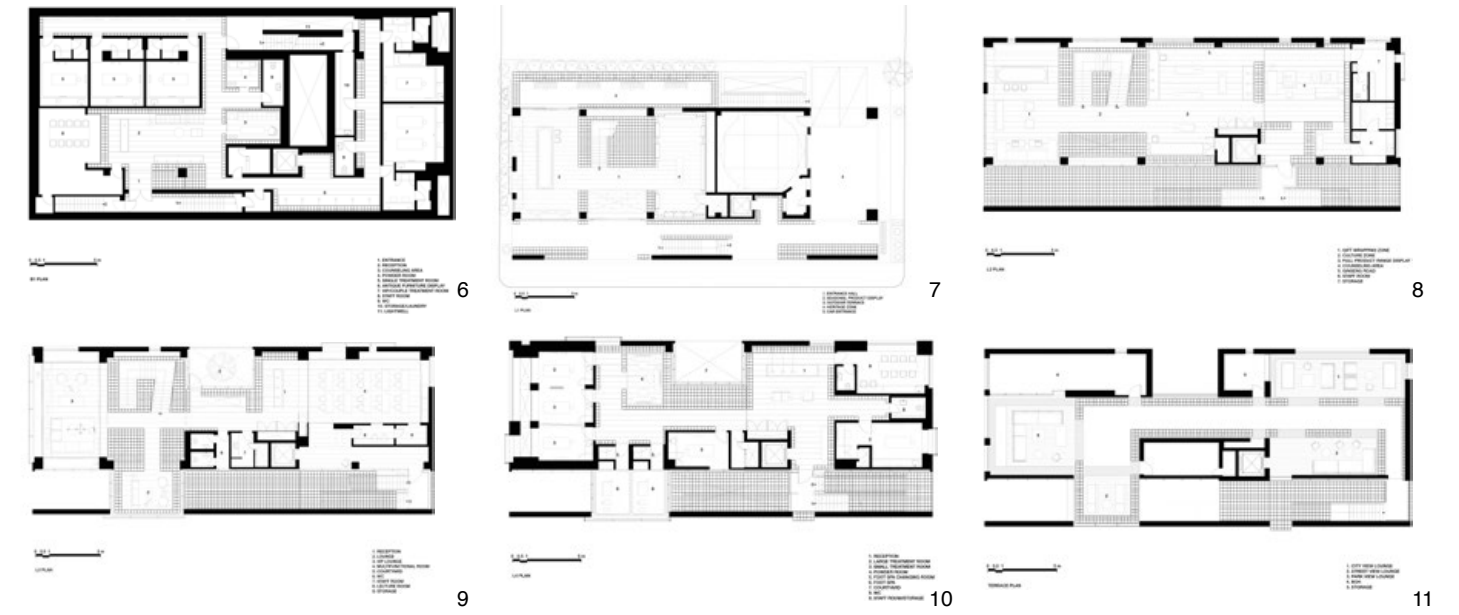


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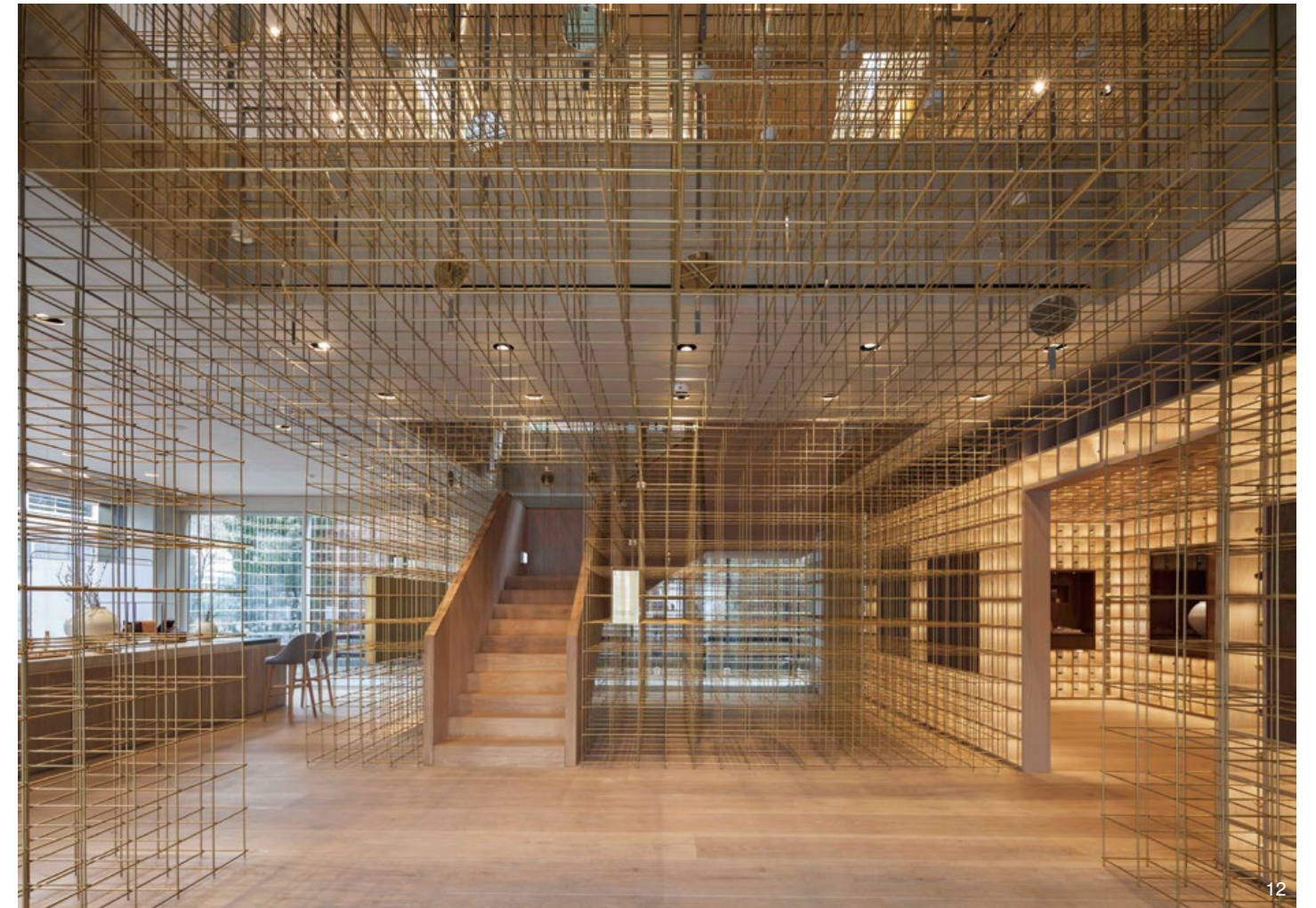
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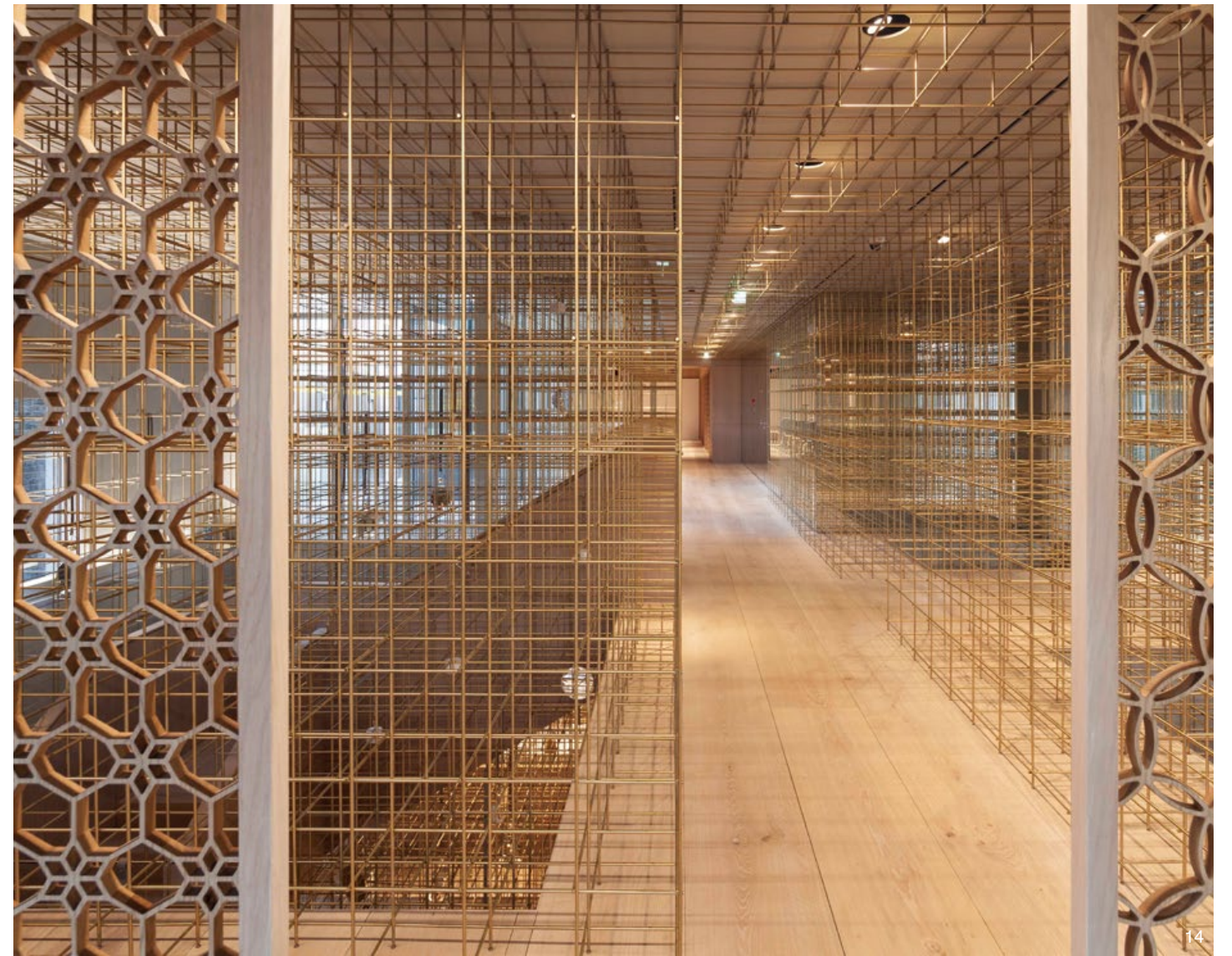


Sulwhasoo



5. 黃銅結構成為建築牆面之間的固態媒介。6. 地下室平面圖。7. 一樓平面圖。8. 二樓平面圖。9. 三樓平面圖。10. 四樓平面圖。11. 頂樓露臺平面圖。
 12. 室內選用淺色的溫和本作，營造出典雅舒適的氣氛。
 5. Brass framework is evident in the building facade 6. Basement plan 7. The first floor plan 8. The second floor plan 9. The third floor plan 10. The fourth floor plan 11. Balcony plan 12. Interior coloring displays a sensible warmth on the surface of the light color wood texture





13. 光線隨著樓梯稜角曲折，照映出畫面感的光影效果。14. 排列有序的支架彷彿繪製上精細的透視圖面，讓廊道場域更為深邃。
13. Sharp lighting in contrast with the staircase area 14. Deep layering in a spatial melody

建材分析 Material Analysis

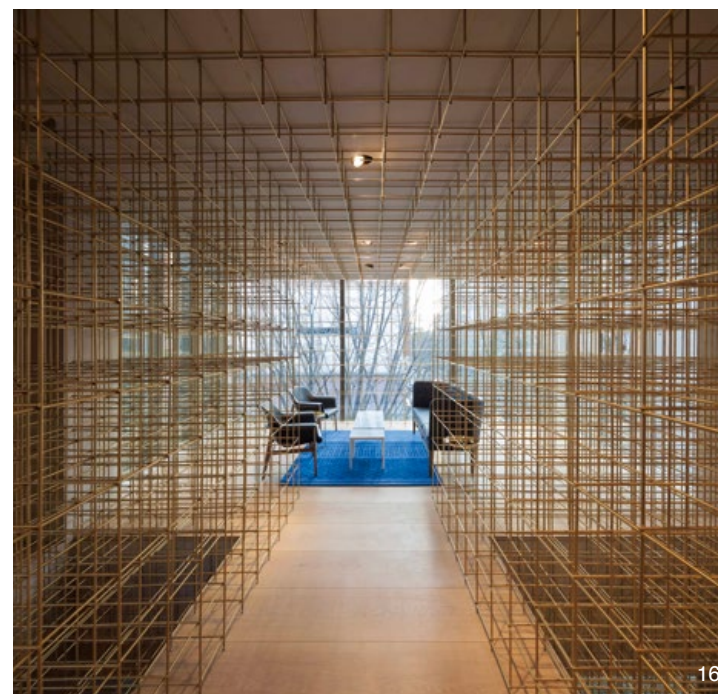
1. 視燈籠為設計主題，以銅製骨架替室內、室外空間覆上柔黃面紗。
2. 妝點如窗花、鏤空花紋等東方元素，呼應品牌經典形象。3. 保留石材牆體、輔以溫潤木作地坪與層架，奠定出店內自然基調。4. 鏡面材質配合黃銅結構的穿透特性，映射出具有無限延伸感之視覺效果。5. 採用多款如「轎」休閒椅 (Sedan lounge chair)、「明」餐椅 (Ming cross dining chair)、「間」沙發組合 (JIAN Sofa collection) 等如恩設計客製家具，使得室內風格更具一致性。

1. Lantern is the main visual impression and built of a metal skeleton and silk-covered surface 2. Oriental elements like diamond shaped windows provide a strong impression 3. Solid stone wall dialogues with the warm wood floor 4. Mirror surface reflects the brass skeleton in mystical expansion 5. Sedan lounge chair, Ming cross dining chair, and JIAN sofa collection were custom designed by Neri & Hu.

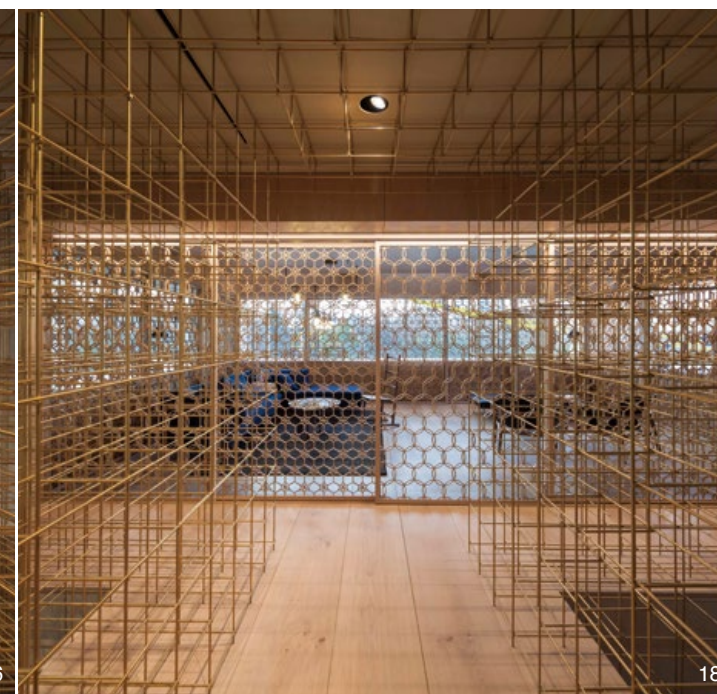
溝通重點 Communication Note

這棟位於首爾江南區的五層大樓始建於 2003 年，由韓國知名建築師承孝相設計而成，2014 年韓國品牌雪花秀委託如恩設計展開全面性店面規劃，打造出全新品牌旗艦店。為發揚品牌悠久的歷史，設計師著重於雪花秀與亞洲文化傳統的緊密聯繫，選用狀似「燈籠」的獨特裝置結構，使得空間層疊相應、裡外相襯，勾起顧客對東方風情的嚮往與向內探索之欲望。

The five floor building was erected in 2003 and designed by famous Korean architect Seung H-Sang. In 2014, Korean beauty product manufacturer Sulwhasoo commissioned Neri & Hu to create a flagship store in Gangnam Gu, Seoul. The design tries to elevate Sulwhasoo's interest in Asian culture and inspire further inquiry into beauty. A symbolic structural framework like a lantern was built to signify a treasure is hidden but welcome the public to enter.



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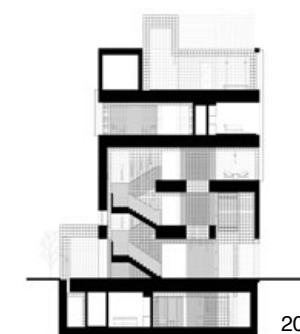
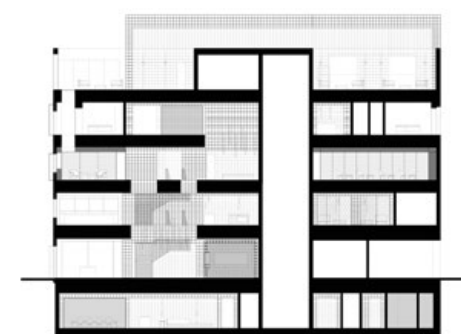
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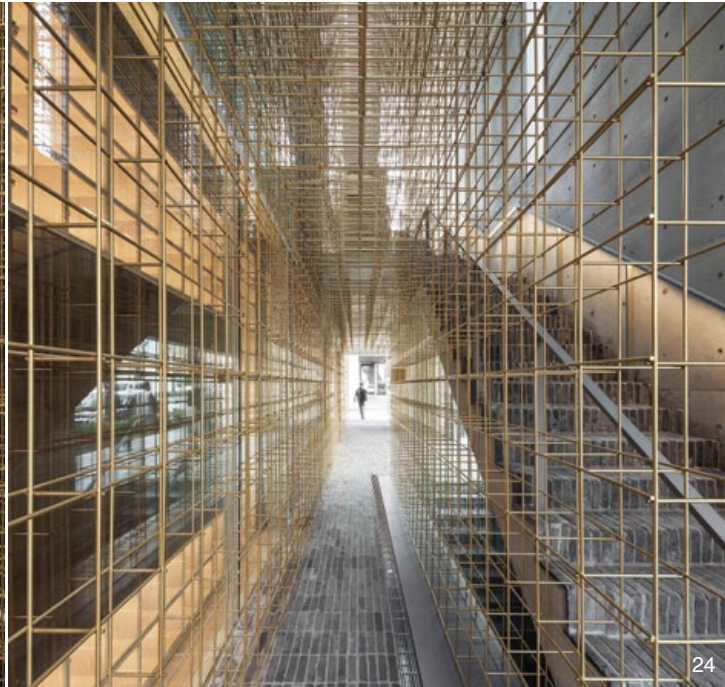
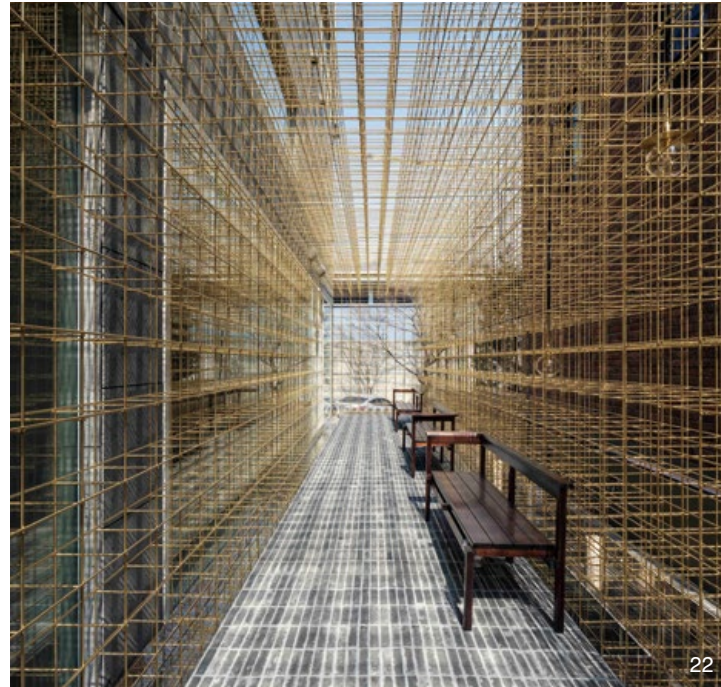
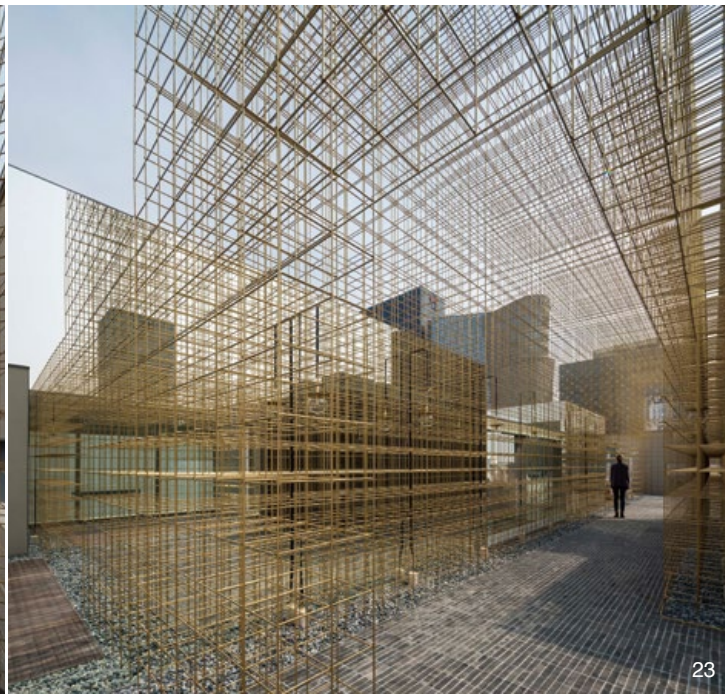
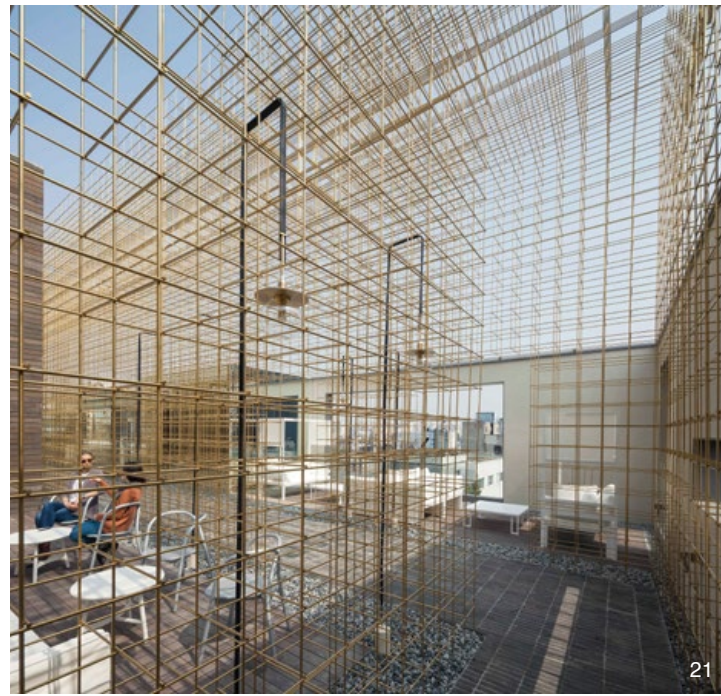
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15. 黃銅格柵輔以聚焦光源，遂成為耀眼的展示檯面。16. 一眼望去可見其影卻不聞其聲的格局設計，勾起顧客往內探詢的好奇心。17. 空間中不乏窗格與菱花紋等東方元素。18. 木製拉門可以隨著會議、活動用途改變開啓幅度。19. 具有穿透感的隔牆使得空間對流通暢自生。20. 剖面圖。

15. Brass crafted mullion and shelf attracts visual attention 16. Deep layering invites curiosity 17. Window patterns link directly to Oriental elements 18. Sliding wood door creates spatial flexibility 19. Transparent partition allows total visual penetration 20. Section



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21. 頂樓露臺為休憩用的公共場域，擺置多組活動性家具。22. 層架所產生的光影柔化了建築格局的剛硬線條。23. 向上延伸的銅製框架融於周遭市景中，成為首爾天際線中最獨特的身影。24. 利落的金屬結構透過排列、組合，呈現具有豐富層次的牆面景致。25. 夜晚降臨，露臺上也亮起點點燈火，瀰漫一股古典氛圍。
21. Balcony provides leisure space 22. Shades creates an ambiguous border on the building edge 23. Brass mullion mingles with the city skyline 24. Metal components on the wall surface 25. Lighting features a mode of classical beauty