

FELiX flagship store, Manila

設計者」 近境制作 / 唐忠漢
參與者」 曾勇傑
攝影者」 岑修賢攝影工作室
空間性質」 燈飾旗艦店
坐落位置」 菲律賓
主要材料」 木皮、編織地毯、鐵件
面積」 51 坪
設計時間」 2015 年 6 月至 8 月
完工日期」 2015 年 11 月至 2016 年 2 月

Designer」 Design Apartment / Chung-Han, Tang
Participant」 Young-Chieh, Tseng
Photographer」 MW PHOTO INC.
Category」 Light fixture flagship store
Location」 Philippines
Materials」 Wood veneer, Carpet, Custom Iron pieces
Size」 130m²
Design period」 June to August 2015
Completion period」 November 2015 to February 2016



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以材質乘載情緒 以光影紀錄時間

生於亞洲，源自東方，以最真誠的人文精神，訴說著空間的故事

現代燈具除了具照明功能外，其多變的造型與光源設計，更讓燈具擁有改變環境氛圍以及調適心情的魔力，是生活中不可缺少的日常精品。業主為了讓更多國外客戶認識臺灣品質精細且極具設計感的燈具，因此選擇到國外設點，第一家海外旗艦店就選在菲律賓的首都馬尼拉，店內除販售燈飾外，也販賣居家裝飾小精品 ZUNY（類似公仔）等商品。設計師唐忠漢表示，由於馬尼拉與臺灣的距離遙遠，所以當初是以模型的概念去重新組合架構，先在臺灣 1:1 的空間環境做好設計細節後，再到馬尼拉重組，所有材料包括地板、燈具、石材跟骨架全部都由臺灣運過去，整個過程需要非常縝密的安排，要克服機具使用、人力調度、以及語言等問題，可謂一大挑戰。

FELiX 燈飾旗艦店位於五星級酒店一樓的商城內，業主選擇在此設點的原因主要是這個地方是馬尼拉最熱鬧繁華的地區，有絕佳的環境條件，再加上品牌定位較偏向高端客層，建立高級形象則為必須。全案在材料方面使用深色木材與大理石等建材，內部色彩沉穩內斂，不喧賓奪主，將眾人目光集中於其本身販賣的燈飾品上。由於燈飾品為空間中的主體角色，因此在基礎照明上採取讓燈具本身光源充份表現出來的策略，除特定品項外，其餘不過分倚賴額外照明設備，整體環境光源精心控制。另外，設計師為凸顯品牌現代化的特色，運用片牆堆疊的架構去創造空間的層次感和穿透感，同時利用地坪的引導以及分割概念，形成簡約的塊體切割，打造出充滿個性、擁有俐落線條的展廳，完美地與產品特色結合，整體空間看來雖較一般店面低調，卻依舊散發出不凡的奢華質感。

綜觀整體，很難不注意到此空間具有挑高特色，因此高度成為結構中重要的概念，設計師善用此優勢，利用高度的變化以及區域的圍塑感，創造出壓縮放大與交疊形成的空間錯落。由於燈飾品項眾多，每樣商品的調性不同、呈現出來的型態也不同，因此設計師便利用這些錯落有致的空間結合商品本身的特性，使之成為穩定的區塊，而不會互相干擾。且為了讓空間展示由平面轉變為立體，更在空中懸掛吊燈等物件，透過立體形式的高度變化，讓整體架構更顯活潑。

Chung-Han, Tang

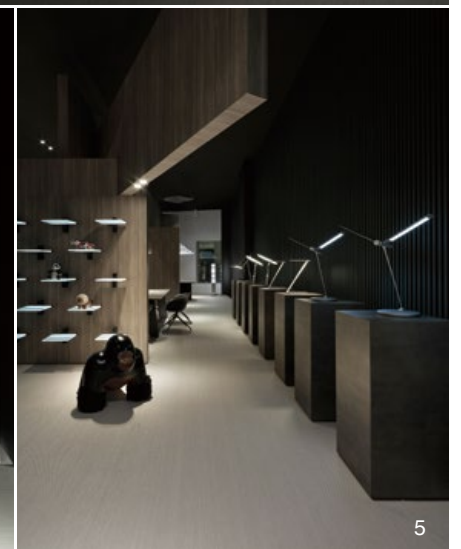


近境制作 / 唐忠漢
重要得獎紀錄

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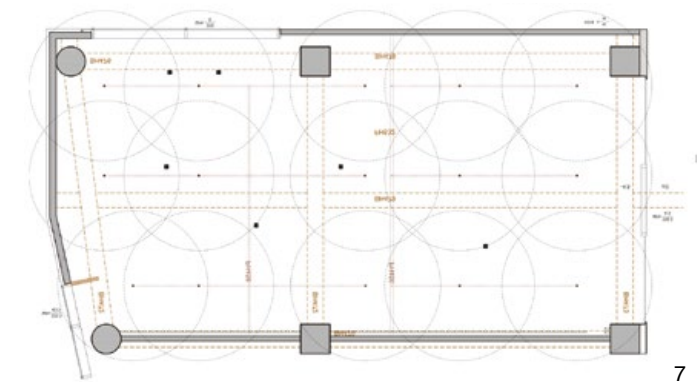
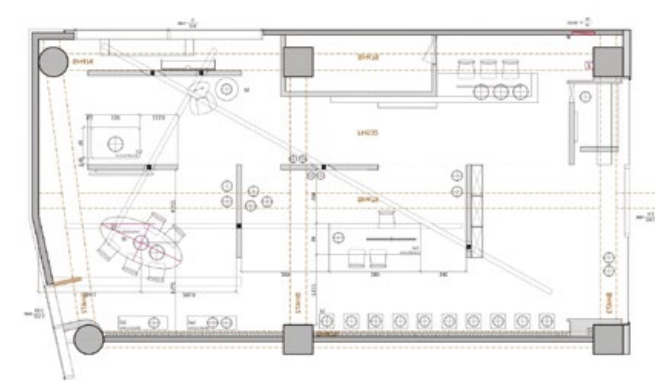
Design Apartment/Chung-Han, Tang
Important awards record · Germany iF communication design award · England Andrew Martin Interior Design Award · Italy A 'DESIGN AWARD · AD100 China's most influential 100 building, design elite · INSIDE AWARD, World Festival of Interiors · Korea K-Design Award · Hong Kong Design For Asia Award, Asia's most influential design award · China 's Idea Stone, IDS Man of the Year · Global Pioneer Design (China) Award · China Successful Design Competition · Stone Award. China International Green Building Decoration Design Competition · PChouse China top ten high-end interior design · 2012-2013 US "Interior Design" International Chinese version of the annual cover characters Modern Decorative International Media Award · Jintang Award China interior design annual selection · Taiwan Interior Design Award TID Award

1. 一進門即會看到一面 LED 燈的展示架，饒富新意。
1. Entry view of the LED light display stand.



由於燈飾店著重電路管線等需求，因此在陳設上，設計師設想了許多可能性的燈源，並於平面及天花板部分預留許多點位，以便日後業主在做產品替換時，可以就近找到適合的插座。至於店內參觀動線安排，設計師利用空間本身的牆體架構，從入口處做一個 S 型的路線規劃，打造出流動形式的空間，顧客可以自由穿梭，原有的牆體結構完全不成阻礙，反而成功融入流暢且穿透力強的動線脈絡中，可謂將燈飾、精品與設計完美結合，交織成令人驚豔的空間藝術！採訪：陳映葵

2. 深色木頭打造出沉穩調性的空間。3. 儲藏空間與服務動線整合在一起。4. 設計俐落簡約，符合品牌的現代感。5. 店內除販售燈飾外，也販售家用小精品 ZUNY。6. 平面圖。7. 現況圖。
2. Dark color wood creates a tranquil tone for the space. 3. Integrated Storage space and service circulation. 4. Simple design is in line with the brand name modern style 5. In addition to the light fixture retail, the store also sells home accessories BY ZUNY. 6. Floor plan 7. Existing plan





Modern light fixtures not only provide the basic lighting functions with interesting shapes and method of lighting source but have also have a spatial atmosphere transformation magical power. Light fixtures are an indispensable design product of our daily life.

The owner is committed to promote high quality Made in Taiwan fine modern design fixtures to the world therefore he decided to expand the company overseas and set up the first flagship store aboard in Manila, the capital of Philippines. Within the store he also sells other home decorations like ZUNY products and other design commodities.

Designer Tang Zhonghan explained, due to the long distance between Manila and Taiwan, the design concept is based on model construction with all the framework fabricated in Taiwan in a full scale size space, complete with all design details, then shipped with all materials, including the flooring, lighting, finishes and structure framework from Taiwan to Manila. The whole process requires careful planning and coordination. to overcome the use of machinery, manpower scheduling, language barrier and other issues as a major project challenge.

The FELiX Lighting flagship store is located at the entry level of a retail and five-star hotel complex . The building is situated in the busiest downtown area of Manila, in an excellent business retail environment and the company marketing is targeted at the high-end demographic level. Therefore the establishment of a high-level store image was a key focus.

Dark color wood and marble building materials were used throughout the project. The interior color scheme is calm and introverted, as background for the on display light fixtures. The light fixtures are the main characters in the space, so the basic lighting strategy is utilizing the on displayed fixturs to provide the main light source. Other then some specific items, there was no reliance on additional background lighting equipment, the overall ambient light source is carefully controlled.

In addition, the designer in order to highlight the modern characteristics of the brand used a wall stacking structure to create a sense of spatial depth and penetration,. Also, the use of a blocking segmentation concept forms a stylish exhibition space that is perfect complement of the brand product features and character, although the store's overall appearance is low-key but certainly exudes a sense of luxury.

The double high ceiling volume is the feature of the project, the manipulation of the height became an important concept in the design. The designer certainly took advantage of the volume of the space, using compression, expansion, and various overlapping space formation strategies to create distinctive zones within the store.

The store required a large number of fixtures to display, and each type of fixtures character and display requirements are different. Those distinctive display zones combined with the characteristics of the products themselves make a stable volume with no interference very important.

Furthermore to transform the display plane into three dimensional space, suspended fixtures in midair at various height levels enhances the framework to be more lively.

Lighting stores required large number of electrical conduits, With careful planning, the designer envisioned a number of possibilities for the fixture display locations so he reserved many outlet connections in the floor, wall and ceiling planes for easy power source access as future product displays may change.

Design Apartment successfully integrated the existing walls to form anS-shape circulation route. This creates a flow through the space as customers can freely penetrate through the dynamic context into various display zone without feeling interrupted by the existing wall structure. The design team interwove the lighting, the products and spatial framework into stunning space art!

8. 設有會議桌，供業主或客戶進行溝通交談。9.10. 設計師利用高度優勢，創造交疊的錯落空間。11. 隨處可見造型多變的燈飾品。

8. Conference space 9.10. Designers took advantage of the volume, to create overlapping spaces. 11. Various shape of light fixtures throughout the space.



12. 光影的明暗變化，給予空間豐富的視覺感。13. 人身處於此也不顯突兀，完美詮釋商業空間的可容性。

12. Lighting contrast and shade gives visual depth to space 13. With human scale in mind, a perfect example of interpretation of the flexibility of commercial space.

建材分析 Material Analysis

1. 本案大量使用深色系木紋美耐板，既能滿足業主期望的質感，日後維護也較容易。2. 選用編織地毯作為地面材料，主要是為增加空間的肌理變化，同時在清潔維護上也較為便利。3. 店內建材均從臺灣運至馬尼拉，在設計過程中已將整體框架在臺灣以 1:1 打樣組裝，完成模組後，再運送至馬尼拉現場組裝。

1. Majority of interior finishes are dark color wood grain patterned plastic laminated panels, not only meeting owners visual expectations but also easier for long term maintenance. 2. Woven carpet was chosen as the floor finish, mainly to increase the spatial texture but also in consideration for cleaning and maintenance convenience. 3. All project construction materials were transported from Taiwan to Manila. The overall framework included manufacturing full scale mockups in Taiwan during the design phase. The completed module was then transported to Manila site for assembly.

溝通重點 Communication Note

業主希望將臺灣優秀的燈飾精品推廣到國外，因此選擇至馬尼拉設點，並委託近境制作為其店面設計並執行工程。業主希望能呈現出此空間的多元性，且在產品調度上不會太過繁複，因此設計師利用店面本身的高度優勢，創造出許多錯落的空間架構，透過原始的空間架構把該有的特色發揮出來，同時也呈現該品牌應有的面貌。

FELiX owner wished to promote their excellent lighting fixtures in different countries and chose Manila for their flagship store aboard. Design Apartment was commissioned to design and implement the production and construction of the project.

The owner was interested in expressing the multiple functionality of the space but not in an overly complicated way about the fixture display installation. Therefore the designers utilized the high ceiling to create various framed spaces throughout the original structure thereby expressing the brand characteristics.