

Sunmai Bar

金色三麥精釀啤酒吧

設計者 | 開物設計 / 楊竣淞 羅允呈 莊忠達
參與者 | 蔡蕙亘
攝影者 | HeylCheese 海瑞陽
空間性質 | 酒吧
坐落位置 | 台灣
主要材料 | 松木皮板、麥子、石頭漆、鐵件 振石子、木絲纖維板、黑檀木
面積 | 50 坪
設計日期 | 2017 年 8 月至 9 月
完工日期 | 2017 年 8 月至 12 月

Designers | Ahead Concept Design/ Chun-Sung Yang, Yu-Cheng Lo, Chung-Da Chuang
Participant | Hui-Hsuan Tsai
Photographers | HeylCheese, Dirk Heindoerfer Photography
Category | Pub
Location | Taiwan
Materials | woodgrain veneer, wheat, rock paint, steel, fiber wood panel, mahogany
Size | 165m²
Design period | August to September 2017
Completion period | August to December 2017



老房駁雜紛紜又新舊錯疊的鐵窗，
經建築語彙再詮釋而表徵出一種屬於島嶼當代情韻的美意識，
藉著空間肌理拾遺補闕，讓古往今來的時光流動共存此中……

以精釀啤酒蜚聲馳名的金色三麥（Le Blé d'Or），品牌旗下實體空間歷來多是宜於聚會共酌的餐廳型態，但棲止安和路上的 Sunmai Bar 則走向人文、雅懿新定位，藉著單純供應啤酒及小食，讓此類飲品但與咖啡同，即便未邀三五好友齊赴，亦能獨坐於宓穆氛圍中緩緩啜嚙杯中甘醴馨香。

澹然酒館 探斲新境

出外飲酒不必然是觥籌交錯、眾聲喧闐那股譁囂待旦的情景，金色三麥企劃團隊期待 Sunmai Bar 能跨出台灣類同的酒吧型態，從概念店來探斲酒吧與人的新關係，對此楊竣淞解釋：「從業主的廣告文宣能讀到『喝自己的生活』這個主軸，所以這處啤酒吧用意也不在突顯喝酒，卻是尋找我這件事，因此我們從 Sunmai 的音，找到 some of mine 這樣的詮釋方向。」如此題旨下，躊躇酒館自處自飲、自得自悅即成了一種可能性。

事實上早於桃園機場航廈內的啤酒吧，開物設計便與金色三麥攜手合作，獨立小吧檯從皮層到構件皆廣泛運用了不鏽鋼，會做如此詮釋，起於擊劃前楊竣淞造訪釀酒廠所生印象，裡頭光潔清鏤的金屬肌理以及身著無垢白袍的員工賦予環境一種理性內蘊；與之對比則是釀酒人枕擘說談著酒經，還有琥珀酒色滢滢氾濫的暖意，這般冷冽與溫煦之間就此銘鑄成一種風格意象。

前述之於空間演繹，讓楊竣淞自然疏洩出幾個設計方向，包括傳統啤酒吧如何不落窠臼、無須友朋成雙也能邀己對飲，讓前往酒吧一事儼如走進城市街巷阡陌中某間咖啡館。因此概念上楊竣淞以場所精神為起點，先是捕攝周邊街衢的人文感和閑豫步調，繼之則擯除前衛且走出蹈襲歐美酒吧風格的框架，從具備在地意識、不設誇耀穠綴語彙等方法來創造一個鄰里式、優雅從容的台灣酒館；接著歸返本質，將釀酒廠內不鏽鋼槽、金屬輸送管以及醇醪那一股暖蜜色滲染為空間皮層，以此雙主軸探斲一個概念酒吧的可能面貌。

Chun-Sung Yang, Yu-Cheng Lo



開物設計 / 楊竣淞 羅允呈
開物設計追求形與質之間最微妙的共鳴。有靈魂的空間不僅存於視覺，更因其性格而傳遞出耐人尋味的魅力。對於設計的追尋不僅是風格化的美，亦關切有思想、有回應的觸動。
重要得獎紀錄：2017 艾鼎獎餐飲空間類銀獎 · 2016 美國 IDA Award 銀獎 · 2016 德國 INSIDE Award · 2016 日本 JCD Best100 · 2016 台灣 TID Award · 2016 義大利 A' Design Award 金獎 · 2015 德國 Red Dot Award · 2015 德國 iF Design Award · 2013 TID Award 新銳獎

Ahead Concept Design/ Chun-Sung Yang, Yu-Cheng Lo
Ahead Concept Design pursues the most subtle resonance between form and quality. The space with the soul is not only in the visual realm, but also conveys the intriguing charm of its character. The pursuit of design is not only about the beauty of stylization, but also the sensation of consciousness and response.
Awards: 2017 I-Ding International Design Award - Dining space category Silver · 2016 USA IDA Award- Silver · 2016 Germany INSIDE Award · 2016 Japan JCD Best100 · 2016 Taiwan TID Award · 2016 Italy A' Design Award-Gold · 2015 Germany Red Dot Award · 2015 Germany iF Design Award · 2013 TID Award

1. 外觀以貼近街區景色的內斂手法處理，大門線條則隱喻舊建築的鐵窗畫面。
1. Contextually quiet exterior elevation blends into the street scene, and the linear decorations represent the old style window grilles.



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2. 概念酒吧行立在信義安和路口上，寧謐氣息與宜人燈光使其儼如餐館般存在。3. 酒吧前區的舒適沙發坐，空間能品讀到一種別於傳統酒吧的熱鬧譁囂韻致。4. 吧檯的大尺度有助於控制整個場域，也藉此量體形塑空間分區，向外傳遞出視覺效果。5. 平面圖。

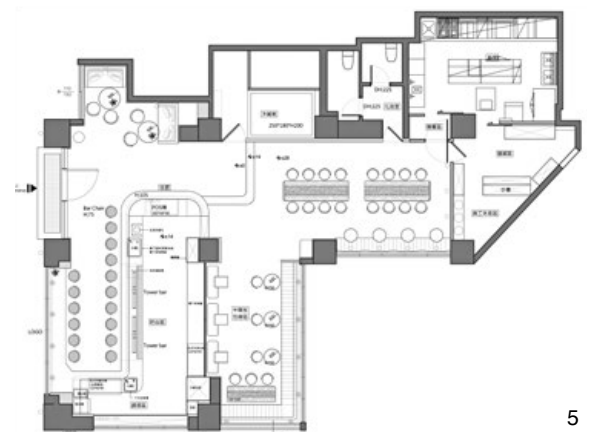
2. This quintessential pub quietly glowing on the busy street corner. 3. Entry lounge area with distinctive peaceful quality in contrast with a typical bar restaurant. 4. Open plan bar area, using volume to define space. 5. Floor plan.

撥拾軼事 舊物今造

外觀處理上，楊竣淞以和諧置入的形象來與四方街景鑄鎔，對此他解釋：「酒吧外立面以灰、褐兩色皮層來相應街道與所在建築，窗保持了原貌，較多處理是將入口做出新詮釋。」從外凝視新造大門，驀然可察扉扇分割線之間韜韞著似曾相識的輪廓，這種拼貼式構造擷取自台灣都會區老房——立面上駁雜紛紜又新舊錯疊的鐵窗，設計擇此城市肌理來拾遺補闕，藉著建築語彙再整理及再詮釋，表徵出一種發軔在地且屬於島嶼當代情韻的美意識，並非一味歆慕戀古，卻是讓古往今來的時光流動共存此中。

排闥入室內，能見牆面鋪砌著未經處理的松木夾板，淡褐皮層表徵啤酒哪份澄黃色澤，上方夯土牆則指涉了啤酒泡沫，意象十足坦蕩直觀，對此揚竣淞解釋：「業主喜歡啤酒這個視覺想像，但也希望走出典型詮釋，於是我們去釀酒廠找了棕、黑兩色的麥粒混在夯土裡，創造更濃的色澤與肌理。」木夾板質地溫潤如酒液，夯土牆則雜糅麥粒為材，至於滿鋪天花的鑽泥板則儼如麥稈堆疊，這些素材看似對酒的喻比，但實則隱隱指涉著台灣早期住家所用坭石子、仿木紋塑膠隔間材的景趣。

再者，為體現造訪釀酒廠時所搜捕到的環境氣象，除了啤酒機不鏽鋼構件儼如水管，設計並擷取輸送管線此一語彙，將其鎮密有序線性以裝飾燈具型態佈構於天花，猶有趣味處是燈管局部的木頭為早年台灣住家常見的欄杆扶手，各類新舊語彙正是如此相儔並用亦反覆隱現於室內，楊竣淞談到：「整個燈具構造是當代的，但是又能讀到一種舊元素的拼貼，就像吧檯的鐵件屏風，實際上也是老房子常見的鐵窗花轉化而來。」前述種種渾璞無鑿素材讓空間含著深度寧靜與清美味道，同時再藉著穿透感立面和得宜的照度，讓這處酒吧走出普遍的曠霧空間感，從而顯出灑淨明敞的光影調性，既獨特又和諧。採訪 劉芝君



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6. 瞻觀這偌大場域，木夾板牆面在溫暖的燈盞照耀下，儼如透著光的啤酒。7. 設計大量採用質樸且懷舊的素材摹繪出環境皮層，再以洗鍊線條詮釋出當代意象。8. 不若傳統酒館的吧檯背牆做實封起，設計挪用建築鐵窗花的語彙做成屏風，在透之中使前後空間得以互動。9. 瀏覽吧檯處的啤酒機，其不鏽鋼水管狀的構造呼應了天花線性燈具，將釀酒廠的畫面重現當中。

6. The plywood wall shines under the warm light emitting a beer like glow. 7. The design used a lot of rustic and nostalgic materials to represent the existing context, and then interpreted the contemporary image. 8. Instead of solid back drop wall at the bar area, the use of a screen allows interaction between the spaces. 9. Beer dispensing machines in the open bar area, the stainless steel piping and the linear fixtures that resemble a brewery imagery.

Le Blé d'Or, which is famous for its craft beer has always been a kind of restaurant style suitable for parties but the Sunmai Bar on Anhe Road is designated to be a different kind of setting. An intellectual, elegant "drinkery" that only serves beer and light snacks, similar to a boutique coffee shop for enthusiast. Here, one can appreciate craft beer taste and fragrance surrounded with unruffled peacefulness.

Serene pub Seeking possibility

Going out for a drink does not necessarily need to be a staggering, crowd-stricken scene of the night so the Le Blé d'Or marketing team envisioned Sunmai Bar to be a step outside of the typical Taiwan night club bar scene forming a new concept that explores a new relationship between place and people. Designer Yang explained: "From the owner's advertising material, one can see the company is prompting the concept of "drink about your life." This particular beer bar is not just for drinking, but a place for searching your inner self. Finding the design theme amongst my own inner self opened up the possibility for a pub where one can drink, be oneself and enjoy.

This is the second time Ahead Concept Design and Le Blé d'Or collaborated beginning with a the beer bar in the Taoyuan Airport terminal. The signature design uses stainless steel finish through out the project as an interpretation of a brewery. Designer Yang with vivid impressions of a brewery introduced a slick metal texture and the staff wears spotless white aprons which give the surroundings a rational intrinsic meaning This is combined with the brewer who talks about the enthusiastic warmth of the amber liquor. The contrast between cold and warm form the unique style.

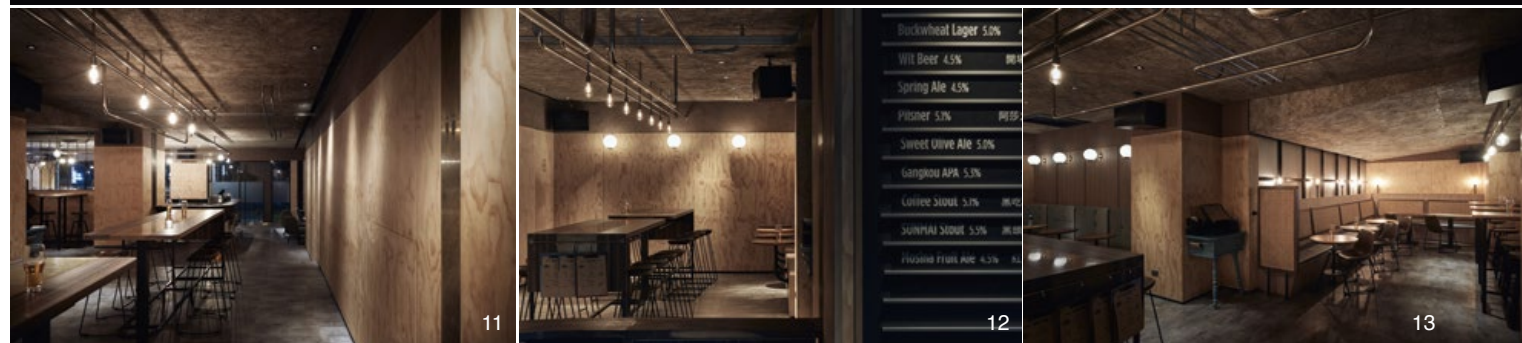
The above-mentioned spatial interpretation naturally led to the design direction, including distinction from traditional beer bars' format to the concept that drinking could be a personal affaire that is similar to walking into a coffee. Therefore, the designer utilized the concept of place as the starting point. He captured the intellectual feelings and leisurely paces of the surrounding streets, discarded the avant-garde pub styles framework, but focused on creating a neighborhood-style, elegant and exquisite, a Taiwanese pub. Furthermore, by introducing the basic brewing essence, the stainless steel brewing tank, transport piping, and the warm honey color tone into the design, the design explores the new possibility of beer bar.

Anecdotes and rebirth

Yang harmonious blending into the street scenes can be seen in the exterior elevation design. He explained: "The exterior façade has two gray and brown layers to correspond to the street and existing building relationship. The window remains from its original appearance and emphasizes a new interpretation of the entrance."



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10. 鐵窗花隔屏不僅深富裝飾效果，也因其鏤空線條創造出框景效果。11. 大門入內後的廊道式分區，此處配置了酒吧內僅有的兩張多人用餐桌。12. 桌面與牆面材料皆十分素樸，設計於是導入黃銅片來製造切割線與精緻工藝感。13. 鑽泥板天花板具備良好吸音效果，襯著下方竹編椅，能感受到自然素材意蘊。14. 不若傳統酒吧背牆擺滿酒瓶或做成視覺效果，此處以鏤空方式形塑前後互動關係。

10. Decorative custom made iron screen, also creates a framed view into the space. 11. Two people seating along the corridor. 12. Yellow copper inlaid details at solid wooden table and wall. 13. High perform acoustical cement board ceiling with woven bamboo furniture. 14. Unlike a typical bar backed wall stocked with bottles, here the it is visually transparent using a decorative see-through partition to define the spatial relationship

建材分析 Material Analysis

1. 外觀立面以石頭漆摹擬出夯土牆般的質地，大門為鐵件搭配玻璃。2. 室內牆面為夾板，其直線條的紋理隱喻著啤酒氣泡的動態。3. 室內牆面的夯土中混入了深色的麥粒，回應空間屬性同時益深化材料肌理。4. 天花鑽泥板具吸音機能，也透過自然素材來柔化不鏽鋼的冷冽氣質。5. 固定式座位區導入了竹編結構。6. 夾板牆、實木桌利用銅片為分割線來達到裝飾效果。7. 吧檯下方為抵石子，檯面則為黑檀木集成材。

1. The exterior facade is made of stone lacquer paint to recreate a clay wall texture. The entry is a custom made iron door with glass. 2. The interior plywood partition with vertical grain is a metaphor of the beer bubbles dynamics. 3. Interior stucco wall with dark color wheat grains mixed into the finish, which responds to the spatial properties and deepens the material texture. 4. Using natural material cement board as a ceiling finish softens and balances out the stainless steel piping throughout the space. 5. The fixed seating area with bamboo framing. 6. The plywood wall and the solid wooden table with decorative copper pieces. 7. Wash stone finish below the mahogany bar countertop.

溝通重點 Communication Note

1. 設計捨棄台灣常見的酒吧風格形式，從街區以及在地意識為起點，創造合乎場域精神的店空間。2. 實體空間品牌再造，從傳統的時尚與歡聚意象轉向具人文感的生活風格。3. 空間雖導入台灣老屋的建築語彙，唯實踐上極力避免復古，並轉以當代手法再詮釋。4. 酒館內的座位區規劃因應新品牌調性從而降低多人，適合一人獨酌或雙人造訪。5. 原有夯土牆的色彩在業主要求下，混入麥粒以加深顏色。6. 為呈現釀酒廠的不鏽鋼輸送管線語彙，啤酒機挑選時也以相同材質呼應。

1. Renounce popular bar space design style, the design originated from local place awareness to create a space that fits the spirit of the field. 2. The re-creation of a physical space brand, departing from the traditional commercial entertaining place into a humanistic lifestyle. 3. Although the space introduces the architectural vocabulary of Taiwan's old houses, it is only to interpret it in a contemporary way. 4. in response to the new brand tonality, the concept purposely reduced the seating capacity, the place is suitable for one person or couples. 5. Per the owner's request, the stucco wall finish is mixed with the actual wheat grain to deepen the color. 6. Beer dispensing machine finish selection continues a brewery stainless steel pipeline vocabulary with matching material.

From the exterior view, one can clearly see the linear details as an interpretation of last generation urban housing with its iron window grilles. The design intent was to carrying on the city's texture, through the architectural vocabulary to reorganize and reinterpret. Finding the meaningful beauty that belongs to the island's contemporary beliefs allows the time of the past and the present to coexist.

Stepping into the main space, the intentionally unfinished plywood partition topped with rough stucco finish wall in a rich yellow hue straightforwardly resemble the image of beer with the upper rammed earth wall representing beer foam, Yang explained: "the owner really liked the visual image of beer but also hoped for a non conventional rendition. So the team went to the brewery where we found brown and black wheat grains to mix into the stucco to create a stronger color and textural contrast." Liberally use of natural materials as interior finishes are a metaphorical for Taiwan's early homes.

In addition, in order to reflect the interesting scenes captured during the visit to the brewery, the design team carefully selected the machines and equipment with the stainless steel finish. Linear light fixture represent the conveying pipe as a design vocabulary, orderly decorating the ceiling throughout the space. The interesting part is that the wood of the local lamp tube components is the common railing handrail of Taiwanese homes of the early years. Yang said: "The light fixture is a modern product but you can read a collage of old elements just like the iron screen partition behind the bar. In fact, it is a common iron window grille re-purposed from an old house." Composition of the simple materials along with an appropriate lighting strategy, the space emits a simple tranquil beauty clearly distinctive from typical bars.