

| Concept x Creativity |

Lion Travel An-ho and Nanking Stores

雄獅旅遊安和店與南京店





胡碩峰

學歷」美國哈佛大學建築暨都市設計碩士 1986

現職」胡碩峰建築工作室負責人 1991~Now · 大牆演繹設計有限公司 2002

經歷」臺灣大元建築事務所 · 美國波士頓ARC建築師事務所設計師

1986~1991 · 淡江大學建築研究所兼職副教授 2000~2001 · 中原大學室設

系、建築系 1989~1995

著作」可見的烏托邦〔建築旅行文集〕2004

SHYR-FONG HU

Education」Master of Architecture in Urban Design (MAUD) 1986 ·

Graduate School of Design, Harvard University, U.S.A.

Professional」Shyr-Fong Hu Design Studio 1991-Now

History」Architectural Design Department

Experiences」ARTECH Inc., Taiwan · Architectural Resources

Cambridge, Mass. U.S.A. 1986 · Taipei City Government 1996

Assistant Professor」Department of Architecture and Department of

Interior Design · Chung-Yuan University · Department of Space Design,

Shih-Jen College 1989~1995

Publications」"Observation of Cities and Architecture" III by Garden City

Publishers, 2004

2007年，設計師胡碩峰與雄獅旅遊合作的第一間實體旗艦店「Lion Square 24」獲得極大成功之後，也奠定了該企業在旅遊業的第二波革命。這個標榜全新旅遊服務概念的旅遊新天地，當初為了打造這個品牌形象先行者的空間形象，設計師胡碩峰能夠體會企業由網路旅遊跨入實體的決策過程，進而為該服務空間背後的社會消費型態，定義出資訊零時差、便捷化服務、即時性諮詢、貼近化溝通等的新概念旅遊服務。如今，隨著企業蓬勃成長以及全球的旅遊趨勢變化，為了迎接2010年，該企業也開始進入第三階段的再造，以生活產業的介面與平台概念為下一波發展之策略。

旅遊業第三波革命：生活產業的介面與平台

有別於忠孝店作為企業跨足實體店面的灘頭堡，此次規劃的南京店與安和店則是企業走向第三波旅遊革命的開始。特別是結合了異業結盟的概念，將旅遊服務整合週邊相關資源成為一個生活產業的平台。其中，南京店的基地雖然大於安和店的兩倍多，但原有的旅遊服務區所佔的面積與安和店幾乎一致，同時則又多了一個可結合展覽與商業型態的複式空間。這個以「平台概念」所延伸的展演空間，未來也可規劃不同的旅遊主題，將相關旅遊資源整合，涵蓋進來。

胡碩峰強調，連續幾個門市空間下來，他們並不能被單獨視之，或者只談空間創意或造型本身。它是由一種戰略下所誕生的空間型態，所有的設計發想都有脈絡可循，以及演變、轉化的軌跡。而其中，在主軸架構裡有些設計元素是不變、具有一致性。有些設計元素則是持續進化、不斷進步，與時俱進。也因此，從個案再回過頭來看整體設計的演變過程。可以說，此案是隨著企業革新、轉型、成長過程的一種見證。採訪」周巽莉

In 2007, Shyr-Fong Hu designed Lion Travel's headquarters "Lion Square 24." This design received a warm welcome and began the process to increase renewal project for branches. In 2007 Mr. Hu personally held many management meetings and initiated ideas for a new space for zero-information-gap .including easy service, instant consultation and close communications. In facing this new phrase of the business, Lion Travel's plan included building up new branches in Taipei's east region.

The third wave revolution for the tourist business: Interfacing life and traveling

The Nanking and An-ho store are different from the Chun-Shia store. In 2007, they joined with the other businesses to form a platform for the total experience of travel as a lifestyle. Even though the Nanking store owns a space twice as big as that of An Ho's, the service size for Lion Travel is mostly identical. Spare space is used as an art gallery and commercial run space not run by Lion.

Mr. Hu has emphasized how the project of Lion Travel is not a single design solution. It started first in 2007 and then gradually evolved into the next project. One may find identical design element repetitively presented yet some new elements usurp the old to make a new impression. Lion Travel provides a glimpse of a company's history and Mr. Hu was the one who involved in making that history.

1. 外觀立面。

1. A total outside view



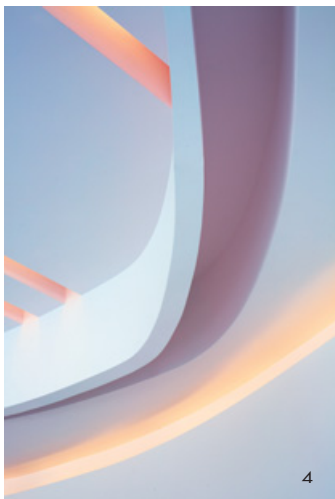
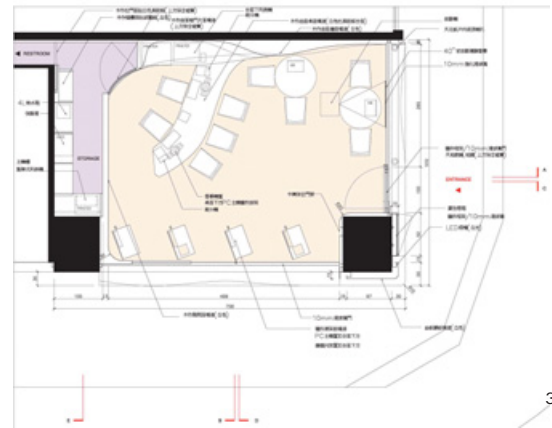
安和店

設計者」胡碩峰
 參與者」李昭賢、楊之儀
 攝影者」鄒昌銘
 空間性質」商業空間
 坐落位置」台北市安和路
 主要材料」木作噴漆、鐵件、玻璃、拋光石英磚
 面積」20 坪
 設計時間」2009年1月至2月
 施工時間」2009年3月至4月

An-Ho Store

Project」An-Ho Store, Lion Travel
 Participants」Lee Chao-Hsien, Yang Chih-Yi
 Photographer: C. M. Chou
 Category」commercial space
 Location」An-Ho Rd.
 Materials」wood work, paint, metal, glass, polished granite tiles
 Size」20 ping
 Design period」Jan. - Feb. 2009
 Construction period」Mar. - Apr. 2009

2. 基地位置空照圖。3. 平面配置圖。4. 曲面延伸至天花板後，細部與燈光關係。5. 天花板細部的曲線折面。6. 室內天花板細部。
 2. Aerial photo indicating the site 3. Plan 4. Curving ceiling and lighting layout 5. Ceiling details 6. Ceiling details



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安和店 空間極小化vs.都市介面極大化

由於該門市落點位於建物的轉角處，對應著東區繁榮的商圈與街道。胡碩峰首先思考的是如何讓這個開放的商空間能成為都市建築的一部分。為此，胡碩峰以Public Interior概念，將室內空間視為一個都市公共空間的延伸，利用一條由外而內的曲線，透過設計元素將空間從戶外貫穿致室內，並與街道、都市等共構，營造一種讓人們自由進出的開放性介面。透過將曲面不斷自立面延伸至室內天花、立面與接待櫃檯，空間機能由一個櫃檯、兩個洽談桌、四個站立式網路查詢櫃面所構成。門市的最基本空間配置需求，手法上以旅行的主題：波浪、水的意象，由白色曲面展開並及於整體空間。

An-Ho Store

“Minimal Interior Space vs. Maximal Expanding City”

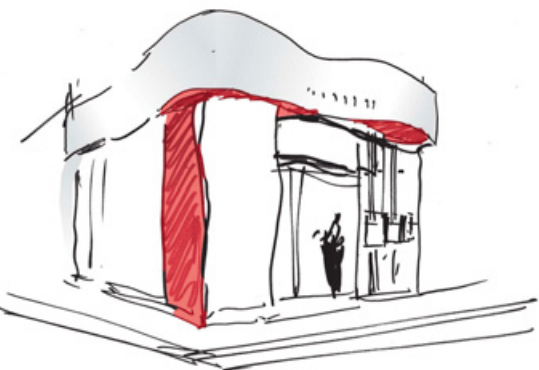
Located in a very busy and commercially-active corner in Taipei’s East region, the Lion An-Ho store merges into the city yet enjoys a exceptional quality. Its designer Shyr-Fong Hu built the space as a public interior, to welcome street strollers and make a harmonious link to the city. A curving element protruding outward from the interior makes a direct hint to link the city. The elevation design displays an undulating surface, yet the surface enters the room to form an even dynamic ceiling formation and reception table. The endless wave signifies the image of travel like ripples that gradually expands human perspective to other parts of the world. A pure white wavy surface directly contrasts with the rather chaotic landscape of the building and white even provides the gesture of welcoming. The service space contains a reception table, two talking spaces and four internet stations. Even though the space is not ample its expanded view to the city gives the space unrestricted freedom.





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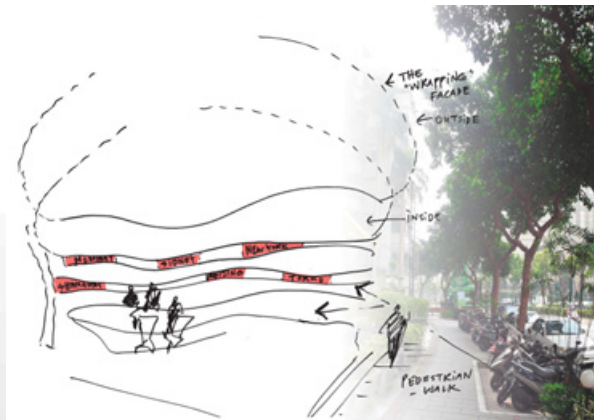
7. 曲面最後延伸成為接待檯。8. 外觀立面sketch。9. 外觀側立面sketch。10. 設計概念sketch：一條由外而內的曲線，自戶外貫穿致室內。11. 橫向剖面圖。12. 長向剖面圖。13. 外觀。14. 四個站立式網路查詢檯面構成一種都市的風景。15. 以Public Interior概念，將室內空間視為一個都市公共空間的延伸。
 7. Reception table transformed from the curving panel 8. Sketch - elevation study 9. Sketch - side elevation study 10. Concept sketch - a curving element that joins interior and exterior 11. Section 12. Long Section 13. Total view from street 14. Standing Internet corner join with cityscape 15. Anteroom - interior space joins with public zone



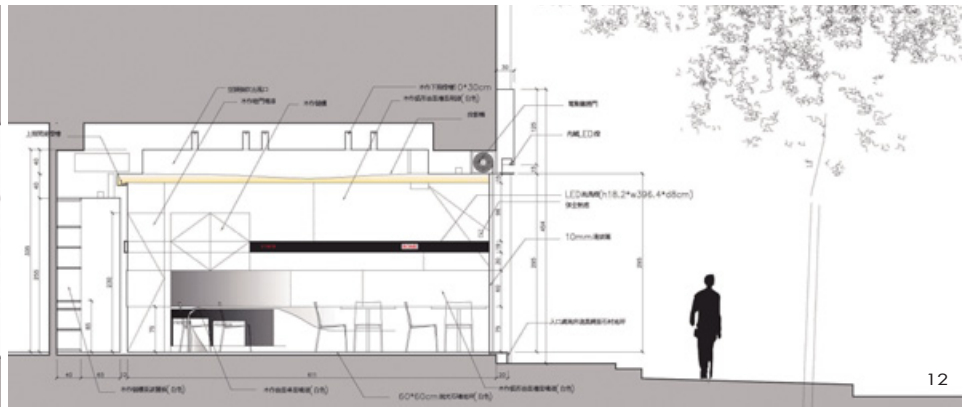
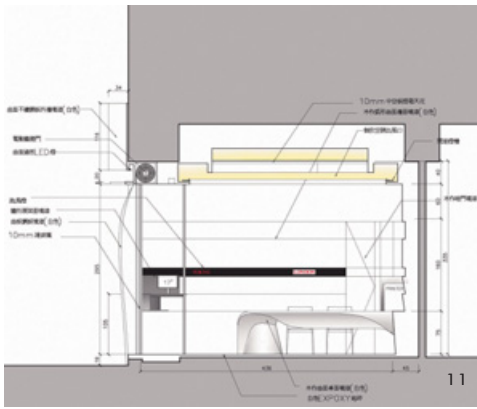
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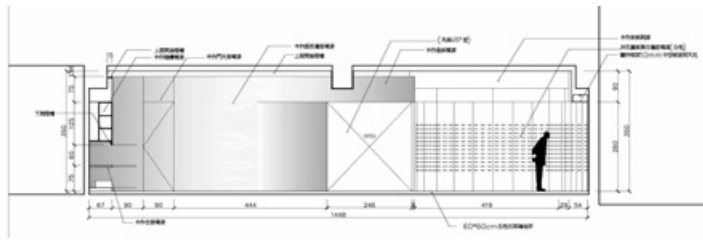
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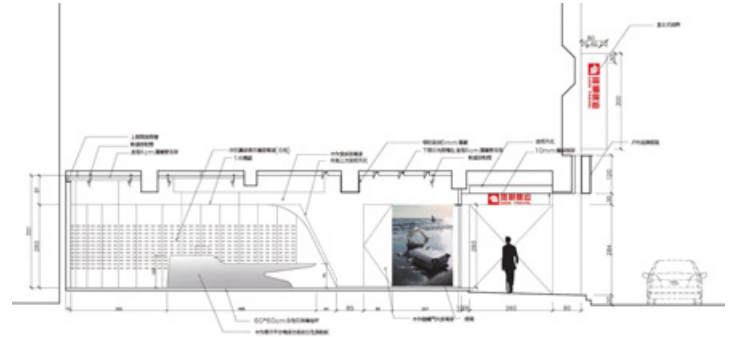


南京店
 設計者「胡碩峰」
 參與者「李昭賢」
 攝影者「鄒昌銘」
 空間性質「商業空間」
 坐落位置「台北市南京東路」
 主要材料「木作噴漆、鐵件、玻璃、拋光石英磚、墨鏡」
 面積「64 坪」
 設計時間「2009年6月至7月」
 施工時間「2009年8月至9月」

Nan-Gin Store
 Designer「Shyr-Fong Hu」
 Participant: Lee Chao-Hsien
 Photographer: C. M. Chou
 Category: commercial space
 Location: Nan-Gin Rd. Taipei
 Material: wood work, paint, steel, glass, polished granite tile, dark mirror
 Size: 64 ping
 Design period: June - July 2009
 Construction period: Oct. - Sep. 2009



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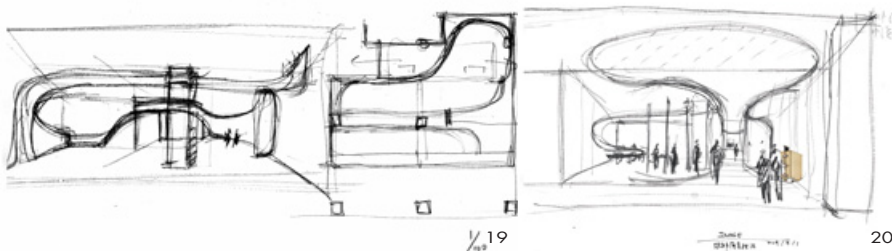
南京店 複合店面vs.產業平台

此基地幾乎是安和店的兩倍多，但業主對此基地的設定，不是把服務空間加大而是採取「異業結盟」的方式，來增加整體的服務內容。對設計師而言，這空間的設計難度在於，如何維持企業品牌主軸的一致性，又能使其中空間具有高度可發揮性。南京店整體設計概念與安和店一致，同樣以「曲面」此一元素為主軸，運用一條曲面幾何線來整合業主的空間設定需求。整體空間的左側為雄獅旅遊的服務區，右側則為不定期的展演空間。兩者之間以一條幾何線來整合這兩個不同的空間屬性與需求。在展演空間裡，刻意讓陳列家具如同飛行器一般，呼應旅遊的意象。位於兩個空間之中的樑柱以墨鏡包覆，同時能倒影天花板的照明系統。

對設計師而言，門市的空間設計在這個階段裡所扮演的角色，不只是一種戰術而已，而是一種戰略。它必須結合未來趨勢的前瞻性想法，看見未來該產業的變化趨勢，進而賦予空間更深層的意涵，而非只是著墨外形的設計表現。也就是說設計師必須具備與企業主一致的思考高度，否則無法為企業規劃設計出吻合企業創新精神的空間場域。

Nanking store Joined Store vs. Business Platform

The Nanking store is twice the size of the An-Ho store, yet travel service was not proportionally enlarged. Lion Travel seeks "joint venture" with other sectors to form a new type of travel agency. Designer Hu's challenge was to maintain Lion's iconic identity yet flexible enough to cope with the needs of the joint ventures. Curving element appear in the store like those witnessed in the An Ho store. On the left side of the far expanding curve equips Lion Travel's service space. On the right is a space for temporary art displays. There are several flying machine-like furniture pieces that give an unmistakable message of traveling. All structural columns and beams are wrapped with dark mirrors that induce reflections increase the energy of the space.



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In the designer's view, commercial space is a venue that tells everything about a business; a good design is a strategy that gives messages to consumers on how the store is managed and how good their products are. A space even reveals the vision of the business. That makes the design business close to the spirit of the business. Translated by Ray S.C.Chu & David Mark Riz



16. 基地位置空照圖。17. 長向剖面圖。18. 橫向剖面圖。19. 概念草圖發想。20. 曲線概念發想。21. 中島展示櫃，如飛行器一般。
16. Aerial Photo 17. Long section 18. Short section 19. Conceptual drawing 20. Curving concept drawing 21. Central island cabinet like a flying machine



22. 以「平台概念」所延伸的展演空間，未來也可規劃不同的旅遊主題，將相關旅遊資源整合。23. 空間意象圖—外觀。24. 空間意象圖—室內。25. 平面配置圖。26. 位於兩個空間之中的樑柱以墨鏡包覆，同時能倒影天花板的照明系統。27. 背牆的勾槽可放上展示架，自由調整展示的呈現方式。28. 在展演空間裡，刻意讓陳列家具如同飛行器一般，呼應旅遊的意象。

22. Lion Travel seeks "joint venture" with other sectors to form a new type of travel agency. 23. Spatial image - exterior. 24. Spatial image - interior. 25. Plan. 26. Details that fit into all kind of exhibition objects. 27. Details that fit into all kind of exhibition objects. 28. Furniture resembles flying machines.



雄獅忠孝復興店

雄獅天母店

雄獅安和店

雄獅南京店



雄獅台中店

五家門市平面配置關係與台中店空間意象圖(即將完工)

