



春積衛浴

# TWIGGY Bathroom Works

室內設計 | 中怡設計/沈中怡  
 參與者 | 江易書、黃懷萱  
 攝影者 | 李國民  
 空間性質 | 商業空間  
 坐落位置 | 台北市內湖區堤頂大道二段17號  
 主要材料 | 金屬、進口中空板、PVC水管  
 面積 | 120坪  
 設計時間 | 2011年6月至7月  
 施工時間 | 2011年8月至11月

Designer | Cys.Asdo Inc / Chung -Yei Sheng  
 Participants | Y. C. Chiang, H. S. Huang  
 Photographer | K.M. Lee  
 Category | commercial space  
 Location | Taipei  
 Material | metal, hollow board, PVC tube  
 Size | 397 m<sup>2</sup>  
 Design period | June - July 2011  
 Construction period | August - November 2011

## 沈中怡

中怡設計負責人、大話工程協同主持人  
 淡江大學建築系兼任講師  
 美國紐約州註冊建築師 AIA  
 1995-1997 哈佛大學建築碩士  
 1987-1992 中原大學建築學士  
 獲獎  
 2010 臺灣塔設計概念國際競圖·佳作  
 2009 Design for Asia Award 亞洲最具影響力大獎·優秀設計獎 / 故宮願景館  
 2008-2011 臺灣室內設計大獎住宅空間類、展覽空間類、商業空間類·TID獎

## Chung -Yei Sheng

Director, Cys.Asdo Inc. & Manager Director, Da-Zhe Construction  
 Lecturer, Tamkang University  
 Registered architect, New York St. AIA  
 M.A. Harvard University, 1995-1997  
 B.A. C.Y.C.U., 1987-1992  
 Awards  
 Honorable Mentions, 2010 Taiwan Tower Conceptual Design  
 International Competition  
 Merit Recognition, 2009 Design for Asia Award  
 Tid Award, 2008-2011 TID Awards of Residential Space/Multi Level and Public Space/Commercial space



水，如今已經成為最重要的資源之一。這是法蘭克福衛浴展 ISH 在 2009 年即已提出。面對全球性的浩竭，人類最終還是得去思索，如何使用自然資源這件事。當法蘭克福展率先提出「藍色責任 Blue Responsibility」口號概念，指出無論是我們個人或是企業都有不可推諉的藍色責任，也是產業無可諉避的轉型方向。這正體現以水的資源為主最新穎的衛浴文化理念。

設計師沈中怡深入了解品牌後，十分認同業主的理念以及品牌內涵。相對的也認為，衛浴展示空間不該像過去所看到過於功能導向的商品陳列，不僅在視覺上缺乏整體美感，更難傳遞最新的衛浴文化。於是，在外觀設計上，立面大膽採用大面積水幕的概念，利用中空板貼膜處理，再經由日光反射製造出水波動態感，呈現出磅礴氣勢，並傳達以水為主題的概念。內部配置，將「展示空間」跟「選購配備」這兩件事拆開，藉由動線設計將兩者迥異的事件，各自分屬在不同的展示領域裡。一來，透過整體情境來傳遞與全球趨勢同步的最新衛浴文化。二來，再針對不同衛浴主題，進一步規劃細節配件的選購洽談區。採訪 | 周興莉

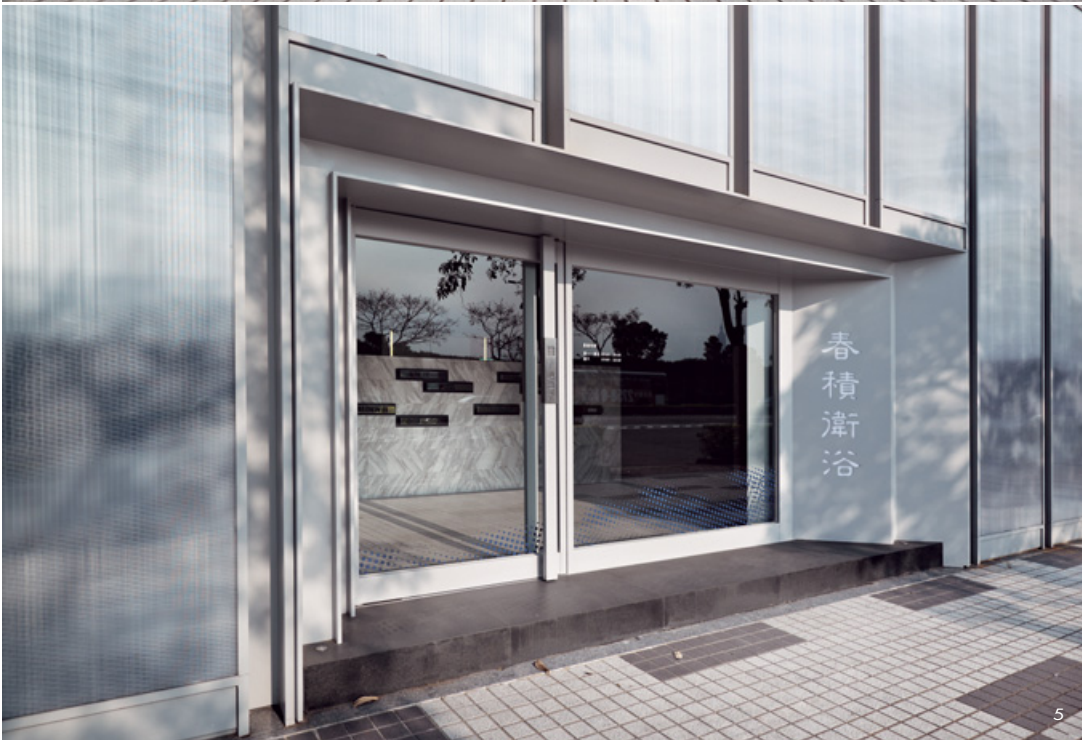
Water is now a resource facing diminishment in human society. At the 2009 ISH Frankfurt Bathroom Trade Fair the organizer announced an idea of "blue responsibility" and asked for increasing investment on water renewable technology in bathroom facilities. Twiggy, a bathroom equipment commercial agent recently rearranged its showroom in Taipei. The space and its exhibition deliver a clear message of "blue responsibility," for the products traded here.

Chung -Yei Sheng fully understood the blue culture advancing in recent years and believed the new space should incorporate the idea of blue sensibility. He proposed a huge water screen appearing in a large scale in the main space. With glittering flow visualized in the space the customers will sense the beauty and recognize how fragile the resource is. The showroom is thus divided into two sectors, independently organized by a divided orientation systems. One space is dedicated to the introduction of recent technology in bathrooms. The other is for commercial showroom and product inquiry.

1.2.3. 外觀立面夜景，以多彩的LED燈光呈現。1.2.3. Water screen LED lighting at night







## 設計概念

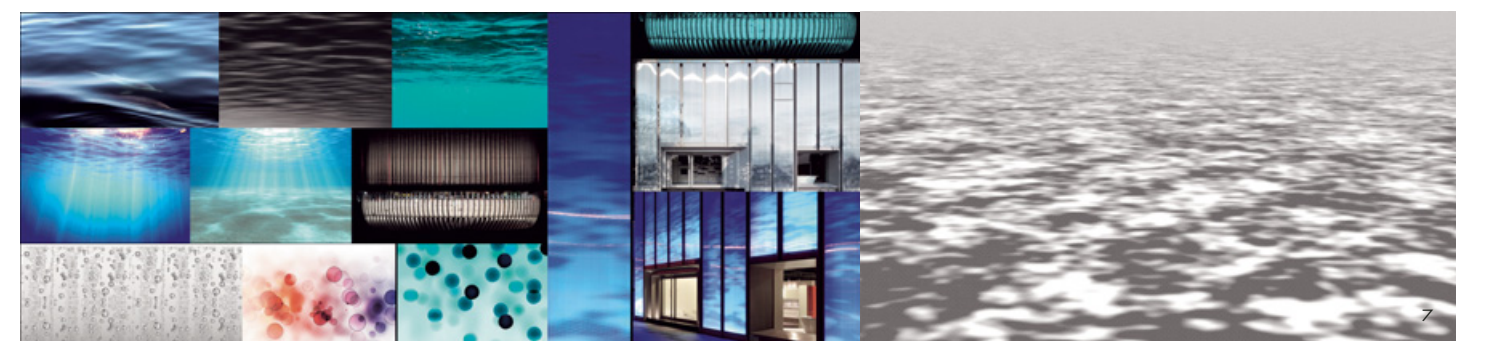
(1) 外觀設計方面可謂相當成功，設計師利用簡潔大器的立面，將品牌整體意象清晰地凸顯。外牆以水幕為題，以進口中空板做貼膜處理，讓點陣灰階模式呈現水波的律動，經日光反射後，隱約呈現水的意象。夜間則另採用多彩的LED燈光呈現。沈中怡表示，外牆設計的最大難度在於如何運用最好而精準的方式，傳達出水的意象，之前的嘗試包括燈光、格柵甚至鋁板沖孔等，但最後選定以進口中空板貼膜處理。雖然，方式簡單，但關鍵的影像製作卻是在工作裡運用電腦軟體不斷嘗試、模擬水波動態效果後，才達到最後如水面上倒影透視的最佳效果。

在內部配置部分，兩個樓層共展示所代理10個進口衛浴品牌產品及辦公空間，一樓主要為LAUFEN各系列的情境展示空間與KALDEWEI浴缸主題展示空間，二樓為集中陳列展示區及辦公、會議區。展示部分的重點聚焦於背後的衛浴文化以及沐浴氛圍的營造。設計師深入解析ISH衛浴展所提出的未來衛浴空間趨勢，除了空間室內化之外，更是一種彰顯生活方式的新生活產業。衛浴空間也從一個功能性的附屬角色，逐漸變成一個動態的過渡空間，並與其他室內區域有著更通透的連結，更也可依個人需求而加入SPA、健身等設施。

(2) 由於衛浴空間的「室內化」，人們在此停留的時間愈來愈長，這種趨勢演進宣告著衛浴空間不再是單一化的選擇問題，整體空間營造的深化。這些變化意味著規劃整體空間時，而是透過設計的佈局，讓空間區域與不同機能的使用序列完美搭配。於是，設計師刻意將空間以不同高度及色調的牆面圍塑，呈現自由變化，增添了多種的視覺層次效果，讓各種展示Demo Show模組呈現各種不同的LifeStyle，引導消費者認知衛浴空間的趨勢變化，以及整體導入設備的各種可能性。

設計的另一重點則著墨於天花板的呈現，以水管為概念，採用類似語彙於天花及牆面等空間，以水管作為天花投射燈的軌道掛架，並結合燈具形成有秩序的系統排列，流竄於空間內部，以工業感的反差，對應著下方講究情境氛圍的衛浴空間。這般設計同時也是有著空間上的隱喻：對於整體衛浴產業除了可見的消費產品外，也提醒著與水連結的巨大隱性基礎工程的重要性。二樓部分則以選購功能為主，透過小群組的搭配方式，提供消費者挑選及洽談空間。

4.5. 水波的影像是運用電腦軟體不斷嘗試、模擬水波動態效果後，才找到目前所呈現水面透視的效果。6. 外觀立面，以中空板貼膜處理，營造水波動態效果。7. 外觀立面膠膜：設計意念發想過程一點陣灰階水波Graphic。  
4.5. Digital imaging creates waves and patterns on the water screen 6. Exterior view - hollow board water screen 7. Water screen design and surface pattern on the screen







8. 入口大廳旁以不同高度及色調的牆面圍塑，呈現自由變化。9.主入口大廳，主視覺牆上列出代理的品牌名稱。10.11. 不同的展示模組，呈現各種不同的LifeStyle，引導消費者認知衛浴空間的趨勢變化。  
8. Colorful wall panels and flexible display system 9. Lobby hall and display products on the wall 10.11. Display products offer knowledge of bathroom evolution and its culture

### Design Concepts

(1) There is a very dominating façade outlook towards the city and immediately creates an unprecedented impression. A ingeniously designed screen, built of a hollow panel and print technology absorbs natural light and radiates the light into a spotted and dynamic pattern as if there was a real cascade running behind the screen. At night, LED lighting gives the city an even more shining surface. Mr. Sheng experimented with various design propositions from the beginning. He tried perforated panels, metal mullions, etc and worked together with computer imaging designers to realize the real quality of running water. The final hollow panel solution worked very well with computer images and creates the most realistic feature of water fantasy.

The internal space tries to give all products proper positioning and visibility. There are a total of ten imported brand-name bathroom facilities carefully laid out in two floors. The first floor is mainly for LAUFEN and KALDEWEI bathtubs; the second floor is for other brand products and a secluded zone for meetings and offices. The showroom space demonstrates how bathroom and bathing culture was developed over history and the way that living style has become incorporated into bathrooms. Bathing is portrayed here not just as an activity for personal hygiene but also for healthy life and body beauty.

(2) History demonstrates bathrooms are more essential than they used to be; they have gradually rooted into life and generated a new concept where space is part of living culture. It is said interior designers and their customers already pay more concern for this space because contemporary city dwellers are more oriented on internal activity at home and the space will soothe the fatigue of over exhausted bodies and daily pressures.

The demo space has a visible detail on the ceiling where the utility water pipes are taken as a web pattern and where lighting fixtures are hung around. Piping is a symbolic emblem for the bathroom; even the interior design portrays the ambience of bathing where there is something invisible behind. Piping and neat construction is the only way to assure real comfort in the bathroom is possible.

The second floor is oriented for a good atmosphere between customers and representatives and there are small divided quarters for talking business.

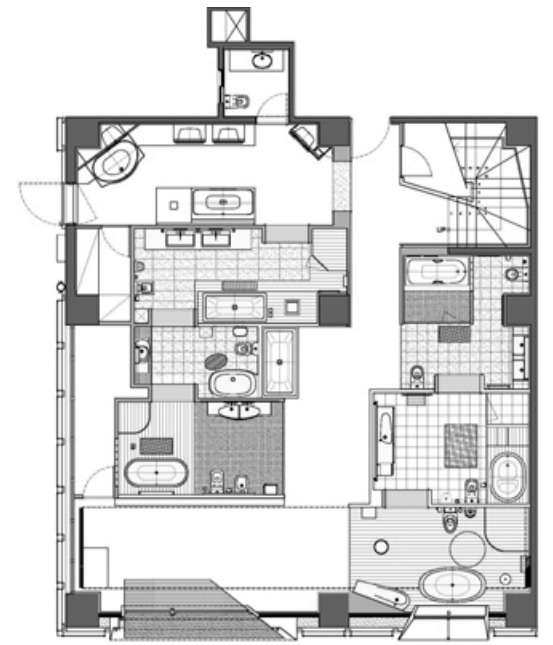




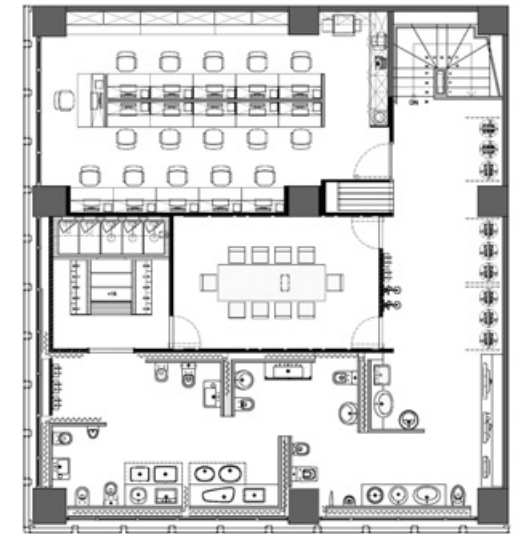
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12.13.14. 天花板，以水管作為天花投射燈的軌道掛架，以工業感的反差，對應著下方講究情境氛圍的衛浴空間。15. 二樓配件選購區，五金配件被整合於鏡面壁櫃之內，便於拆卸與更新。16. 一樓平面配置圖。17. 二樓平面配置圖。  
12.13.14 Ceiling and detail design using water pipes as basic elements 15. The second floor accessory showroom 16. The first floor plan 17. The second floor plan