

Forte Bistro

Forte 勁酒吧

設計者 如莫空間設計（上海）有限公司 / 張韜 張睿 Marine Bois
攝影者 Xiao Yunnnn Studio
空間性質 酒吧 lounge
坐落位置 中國
主要材料 灰磚、咖啡色鋼板、自然色胡桃木飾面、金屬網、
弧形訂製鏡面不鏽鋼、紅色玻璃磚、瓦楞玻璃
面積 13.6 坪
項目年份 2021 年

Designers RooMoo Design Studio / Tao Zhang, Ray Zhang, Marine Bois
Photographer Xiao Yunnnn Studio
Category Pub lounge
Location China
Materials Grey brick, brown steel plate, natural walnut finish, metal mesh,
arc custom mirror stainless steel, red glass brick, corrugated glass
Size 45 m²
Project year 2021



在歷史經典的灰中，注入積極、熱情的 Forte 紅；
將靜態的金屬與玻璃，錯綜出渾沌與波紋的流動感，
塑造出一個美酒與音樂相融的獨有境地。

在色彩心理學中，紅色代表了積極、主動、不羈以及熱情；而灰色在上個世紀中，則代表了洋派建築的磚牆以及經典沉靜的氛圍。「Forte 勁」酒吧位於一幢 1920 年代的上海老建築內，整座建築由深具歷史象徵的深灰磚牆和西洋紋飾建造而成，而 Forte 如同其法文字義，像是一道充滿奔放力量的光束，成為建築體上最強勁的焦點。

紅色，劃破規矩的想像

紅色是 Forte 的品牌識別色，RooMoo 設計圍繞主題色作為出發點，將紅色於色彩心理學上所表現的意義，結合空間設計的表現，打開品牌想賦予的充沛能量，呈現出對生活的熱情與自由；並以灰色系的各式素材將室外建築的灰磚牆面往室內延伸。除了運用品牌主題色，同時也延伸了 Forte 的 logo，運用仿若控線木偶的暗線概念，拆分 logo 並轉化到空間的各個維度之中。

彎曲的樓梯呼應了 logo 左邊的曲線，透過金屬面遞漸式縮小與磚牆的搭配，帶出了向上旋轉的視覺；頂面弧形不鏽鋼鏡面，象徵了 logo 中間的杯沿，而兩者締造出天花板交錯盤旋而上的視幻感。空間伴隨著音樂與酒精交互的動感，希望在創造空間高度張力的當下，還是能讓客人感受到輕鬆歡愉的自在氛圍。

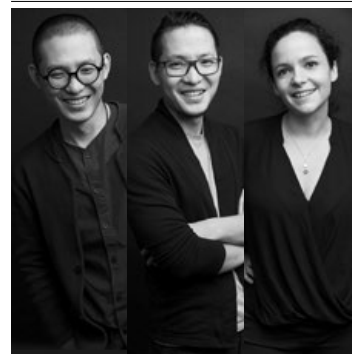
動與靜之間

在材料的選擇上，主要以金屬、玻璃和灰磚為主，從材質的挑選，就強調出「動」與「靜」之間的關係，透過設計的條件，讓靜態的材質與裝置，也能夠傳遞出動態的表現。設計團隊將材質（靜態）與人群過往（動態）巧妙搭配，運用深灰色鏡面不鏽鋼於天花板，再以凹面深灰色鏡面不鏽鋼作為天花板裝置。圓弧造型營造旋轉移動的錯覺感，而鏡面的材質更擴大了空間的維度，隨著人們不停流動與燈光調動下而不斷變化，從而自不同的角度，相互映射出各式畫面。

1. 紅色是 Forte 的品牌識別色，RooMoo 設計圍繞主題色作為出發點，打開品牌想賦予的充沛能量，呈現出對生活的熱情與自由。

1. Red is the brand identity color of Forte. Designers focus on the theme color as the starting point.

Tao Zhang, Ray Zhang, Marine Bois



如莫空間設計（上海）有限公司 / 張韶 張睿
Marine Bois

RooMoo Design Studio (前 DMC) 成立於 2015 年多元文化的上海，由一群熱愛設計的多文化背景團隊組成，對本土文化的理解和國際化的視野讓團隊更願意嘗試和探索傳統文化與當代生活的臨界點。不僅關注材料、空間品質、細節以及整體設計露出，同時也把家具、裝置以及插畫等相關設計衍生納入到工作範圍內，打破原有空間設計秩序，建立與外界的連接。很高興可以和像 Canada Goose、YumChina、Mofang 等的國際化公司合作；也結識了很多熱愛探索邊界的小而精的 Lecoq、Whatever 等品牌。

RooMoo Design Studio / Tao Zhang, Ray Zhang, Marine Bois

RooMoo Design Studio, founded in Shanghai, is based on a definite relationship between architecture, interior and product design, which has been a driving force to create projects with subtle transitions between these disciplines. We pursue the integrity and the quality of the design since the beginning of a project until accomplishment.

The understanding of the local culture and of internationalization, make us explore the critical point in between. We know how to challenge traditional boundaries to new contemporary perspectives and also how to re-use local culture touch into modern design.

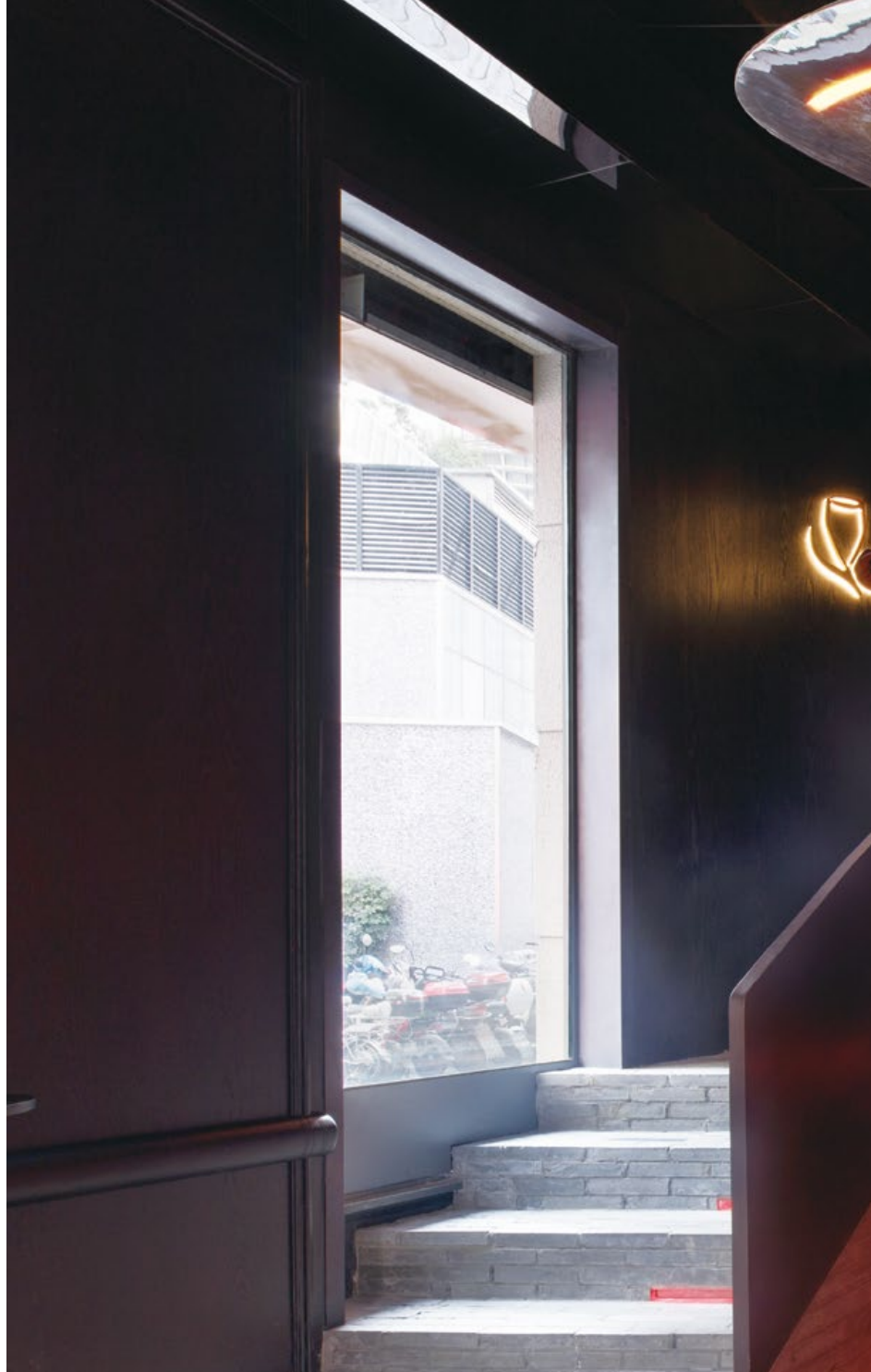
Since 2015, our projects have been recognized by many professional design media such as Design Boom, goood, MD, Frame, AD, Elle China etc. We are happy to be able to cooperate with international and local companies like, Canada Goose, Whatever, Lecoq, Mofang...

2. Forte 如同其法文字義，像是一道充滿奔放力量的光束，成為建築體上最強勁的焦點。3. 以灰色系的各式素材將室外建築的灰磚牆面往室內延伸。4. 平面圖。

2. Forte, like its French meaning, is full of unrestrained spirit. The beam of power becomes the strongest focal point on the building. 3. Designers want to bring the grey brick used on the wall of outdoor buildings into the interior to make the people feel the connection between them. 4. Floor plan.



2



除了金屬，也藉玻璃材質自然展現波紋感的效果。咖啡色的瓦楞玻璃運用在外立面以及室內酒架上，而紅色的漸變瓦楞玻璃，則大量運用於走道邊上的酒櫃表面，成為空間中醒目的視覺焦點。同時，吧台後方的平台則佈置了紅色的透光玻璃磚，讓吧台在紅色的視覺體系中，散發出迷離的光芒。

作為上個世紀建築的一部分，設計團隊保留了老建築的代表性元素，將象徵那個年代的灰磚，重新排列後砌於室內吧台、地面、牆面以及樓梯。看似被淡化的歷史痕跡，卻藉燈光再次展現風華魅力，吧台、桌面、酒櫃等地方，以間接的變色 LED 燈帶，在空間中創造層次感；而樓梯則刻意以「一半」的燈帶為設計，增強了樓梯層遞

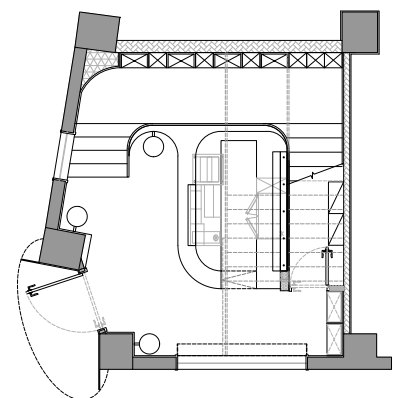


3

而上的視覺效果，同時降低了燈光的強度，避免過度刺眼的問題。

設計團隊表示，由於可用空間較為受限，所以對於每一個空間的運用皆須細心考量。像是靠近樓梯的酒櫃展示櫃中，規劃隱藏的小型桌面，提供暫時置放酒杯的需求；在吧台牆邊上則提供飲酒客人能隨意且舒心倚靠的靠墊設計。為了讓展示和儲存空間並存，在每一面牆上都設置了酒架、隨處可見的展示架，不僅滿足機能，同時也展現設計在狹小空間內的使用與建構，賦予了最直接的品牌體驗。

RooMoo 設計藉金屬的渾沌與波紋玻璃的流動感，展現出材質運用上的多元混合魅力，透過獨特的裝置結構並汲取舊時代的元素，塑造出醉人美酒與迷人音樂相融的獨有之境，打造一個充滿迷人誘惑力的飲酒空間。編輯 | 歐陽青昀



4

In color psychology, red represents positivity, initiative, uninhibitedness and enthusiasm. During the last century, grey, representing the brick walls of the peerless western style buildings, and a testament to classic stillness. Forte Bistro is located in an old Shanghai building in the 1920s. The whole building is built with old grey brick walls and western ornaments, which are deeply symbolic of history. Forte, like its French meaning, is full of unrestrained spirit. The beam of power becomes the strongest focal point on the building.

Red, the imagination that breaks the rules

We focus on the theme color as the starting point. Red is the brand identity color of Forte. In addition, we want to bring the grey brick used on the wall of outdoor buildings into the interior to make the people feel the connection between them. We also choose various grey materials accordingly. In addition to using the brand theme color, we also extended Forte's logo by splitting the logo and transforming it into all space dimensions.

The curved staircase echoes the curve on the left side of the logo, and the metal surface gradually shrinks to match the brick wall, bringing out the vision of upward rotation. The curved stainless-steel mirror on the top surface symbolizes the cup's rim in the middle of the logo. The two create a visual illusion that the ceiling is staggered and hovering upwards. The space is accompanied by the dynamic interaction of music and alcohol. We hope that guests can also feel a relaxed and happy atmosphere when creating high tension in the space.

Between motion and stillness

Static materials and installations can also convey dynamic performance, like moveable feeling by their properties. So that we mainly focus on using metal, glass and grey bricks. We skillfully matched the material (static) with the crowd (dynamic), using dark grey mirror stainless steel on the ceiling, and using concave grey mirror stainless steel as the ceiling device. The arc-shaped shape makes people feel like they will rotate and move, and the material of the mirror surface expands the dimension of space. At different angles, different images are reflected from each part of the space.

5. 圓弧造型營造旋轉移動的錯覺感，而鏡面的材質擴大了空間的維度，隨著人們不停流動與燈光調動而不斷變化。6. 材料以金屬、玻璃和灰磚為主，強調「動」與「靜」之間的關係。7. 每一面牆上都設置了酒架、隨處可見的展示架。8. 藉玻璃材質自然展現波紋感的效果。9. 樓梯燈條以「一半」為設計，增強樓梯層遞而上的視覺效果。

5. The arc-shaped shape makes people feel like they will rotate and move, and the material of the mirror surface expands the dimension of space. At different angles, different images are reflected from each part of the space. 6. Designers mainly focus on using metal, glass and grey bricks. Designers skillfully matched the material (static) with the crowd (dynamic). 7. Wine racks on almost every wall, and display racks can be seen everywhere. 8. The fluidity of corrugated glass. 9. The led strip on the step is deliberately designed by "half", which enhances the design effect of the staircase going up and reduces the intensity of the light, avoiding the problem of glare.





The dark orange corrugated glass on the facade and the indoor wine rack or the red gradient corrugated glass used on the surface of the wine cabinet on the side of the aisle. It has become a very eye-catching other in the space. At the same time, red light-transmitting glass bricks are installed on the wine platform behind the bar so that the bar emits a blurred light in the red visual system.

Forte is still in the last century building, so we prefer to retain the representative elements of the old building. The grey brick is an important symbol of fashionable materials in this era. We rearranging it on the bar, floor, wall, and stairs indoors has diluted the traces of history and retained the elegance of the century-old building.

In terms of lighting design, we set up many indirect color-changing LED light strips on the bar counter, tabletop, wine cabinet, etc., hoping to use the light to create a sense of hierarchy and link extension in the space. On the light bar of the stairs, it is deliberately designed with "half", which enhances the design effect of the stairs going up and reduces the intensity of the light, avoiding the problem of glare.

Since the space is relatively small, space utilization has become a key that requires considerable attention. Several small tables are hidden in the wine cabinet near the stairs, providing the need to place wine glasses temporarily. Cushions are designed to let guests who drink lean on them more freely on the edge of the bar wall. To coexist display and storage space simultaneously, we have set up wine racks on almost every wall, and display racks can be seen everywhere. The use and construction of small spaces provide the most direct brand experience space.

Create a unique environment where intoxicating wine and captivating music blend. Text by RooMoo Design Studio

建材分析 Material Analysis

1. 金屬：天花板選用深灰色的鏡面不鏽鋼，再以凹面深灰色鏡面不鏽鋼作為吊頂裝置。2. 玻璃：咖啡色的瓦楞玻璃運用於外立面以及室內酒架的設計；紅色漸變瓦楞玻璃運用於走道邊上的酒櫃表面；吧台後的放酒平台，則設置紅色透光玻璃磚。3. 灰磚：將灰磚重新排列砌於室內的吧台、地面、牆面及樓梯。

1. Metal: using dark grey mirror stainless steel on the ceiling, and using concave grey mirror stainless steel as the ceiling device. 2. Glasses: the dark orange corrugated glass on the facade and the indoor wine rack or the red gradient corrugated glass used on the surface of the wine cabinet on the side of the aisle. At the same time, red light transmitting glass bricks are installed on the wine platform behind the bar. 3. Grey bricks: grey bricks are re-used on the bar counter, floor, wall, and stairs.

溝通重點 Communication Note

1. 由於室內可用空間有限，所以設計團隊對於每一個空間的運用皆須細心考量規劃。像是為了讓展示和儲存空間並存，在每一面牆上都設置了酒架、隨處可見的展示架，滿足機能的同時，也賦予了最直接的品類體驗。2. 作為世紀建築的一部分，設計團隊保留了老建築的代表性元素，延續了從室外到室內的設計語言。

1. Since the space is relatively small, space utilization has become a key that requires considerable attention. Several small tables are hidden in the wine cabinet near the stairs, providing the need to place wine glasses temporarily. 2. Forte is located in a heritage building, the designer prefer to retain the representative elements of the old building and continue the design language from outdoor to indoor.