

(SO)What, Chengdu

(SO)What 成都店

設計者」萬社設計 / 林倩怡 楊東子

參與者」黃博 蔣美昱

攝影者」爾見攝影 / 方正 草塘

空間性質」服飾店

坐落位置」中國

主要材料」波紋金屬板、鏡面不鏽鋼、銀色浮雕金屬板

面積」126 坪

項目年份」2021 年

Designers」Various Associates / Qianyi Lin, Dongzi Yang

Participant」Bo Huang, Meiyu Jiang

Photographer」URVIRSION CO. / Zheng Fang, Tang Cao

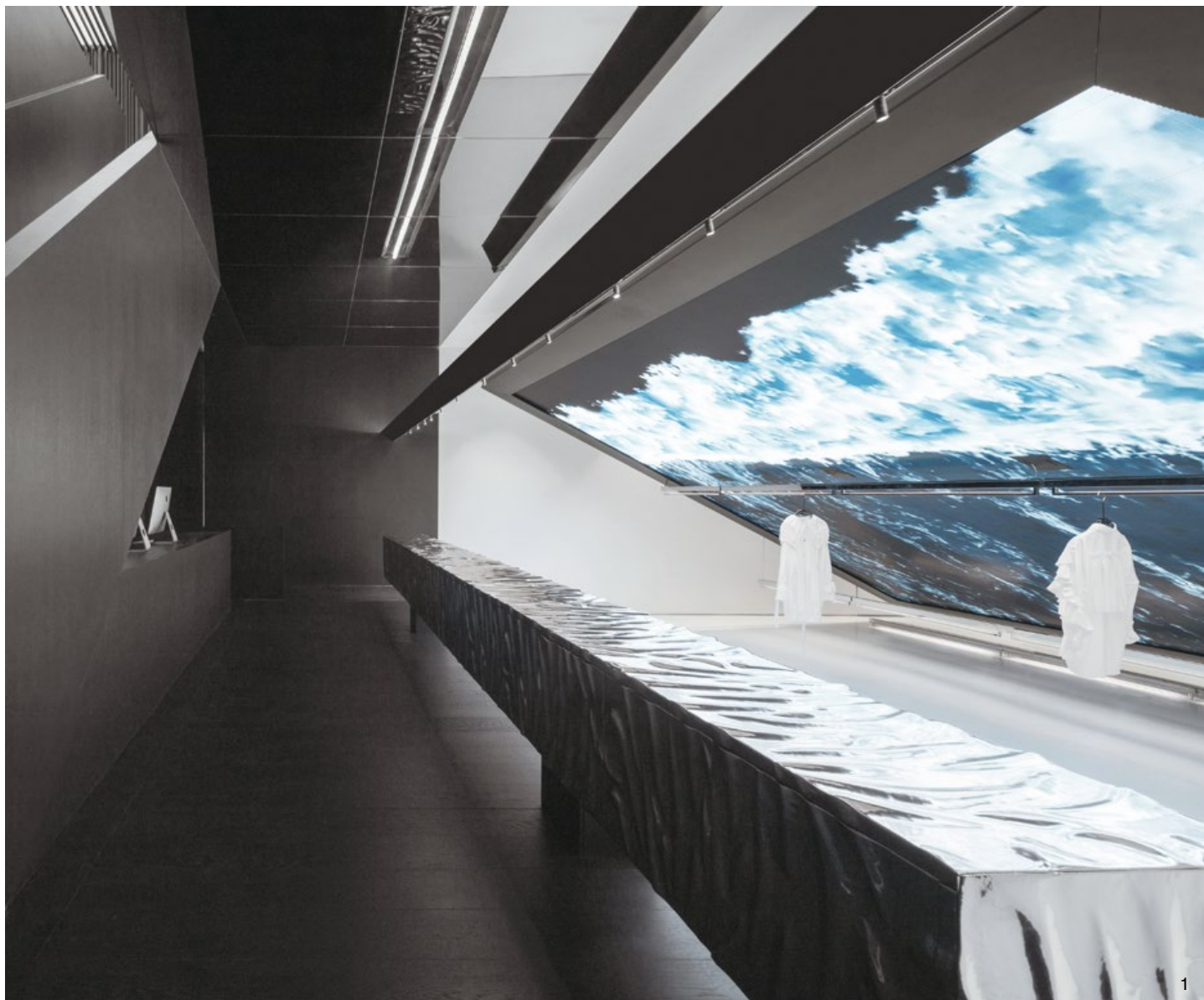
Category」Garment Store

Location」China

Materials」corrugated metal board, mirror stainless steel, silver embroiled metal board

Size」415m²

Project year」2021



以「舞臺 STAGE」作為概念，將廣場化為一座大型劇場，店鋪作為其中的焦點舞臺。

(SO)What 選品店以「不被定義，不被侷限」為精神，主張當代女性的不羈與獨立。成都店位於城市精華區綜合商業大樓 1 樓，面對城市地標所在，團隊將其視為展示成都文化與當代時尚的橋樑，一個引人佇討論的新聚點。

一座城市裡的舞臺

針對此次成都店改造，設計團隊表示，基地與太古里僅有一街之隔，建築方正的雙層外立面坐享廣場與人流優勢，業主是成都最具標誌性的選品店之一，如何鮮明店鋪特色同時表現在地文化是全作思考的切入點。回顧在地，民間向來流傳「蜀戲冠天下」之說，因此決定讓店鋪一改過往封閉型態，善用基地優勢融入城市文化，以「舞臺 STAGE」作為概念，將廣場化為一座大型劇場，店鋪則是當中的焦點舞臺。

設計目的重著於最大化吸引行人目光，設計團隊一改原本封閉的白盒外型，將面朝廣場的外立面全部拆除，只留下建築原有結構，再以素簡線條與落地窗突顯出建築特色，



Qianyi Lin, Dongzi Yang



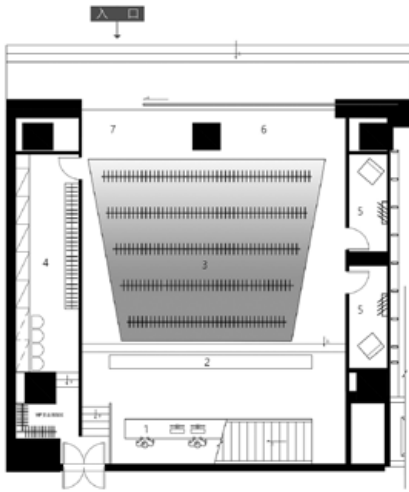
萬社設計 / 林倩怡 楊東子

萬社設計作為一間建築和室內設計工作室，致力於地方及全球性設計研究專案。工作室成立於 2017 年，擁有國際頂尖背景的設計師團隊，其專業範圍涵蓋建築空間、室內設計、材料研究、平面和交互設計等，致力於高階及實驗性項目的設計與研究，從空間功能出發，通過對材料的研究，挑戰常規，關注細節與品質，為每個專案打造出獨特的視覺效果。同時，作為一處藝術家和設計師的合作平臺，萬社希望能夠結合創意與技術，探索過去、現在與未來，突破創作界限。

Various Associates is an architecture and interior design practice working regionally and internationally on research-based design projects. VA was founded in 2017 as a team of designers from an international background with professional expertise in architecture, interior design, material design, graphic and interaction design. The studio is developing ambitious high-end projects including boutique hotels, restaurants, retail spaces, workspaces and galleries. VA focuses on enhancing spaces and developing material details using bespoke approaches to give unique visual expressions to each project. VA also gives artists and designers a platform to collaborate and reimagine new ways to be creative and break down barriers between the arts.

1. 銀色褶皺質感的長型飾品台將顧客與服務動線自然劃開。2. 把建築外觀簡潔化，以「舞臺」作為概念，透過落地玻璃外呈店內動態，與廣場形成互動關係。

1. Silver color folding surface platform divides the visible orientation in two directions. 2. Building facade gives the impression of a theater backdrop.



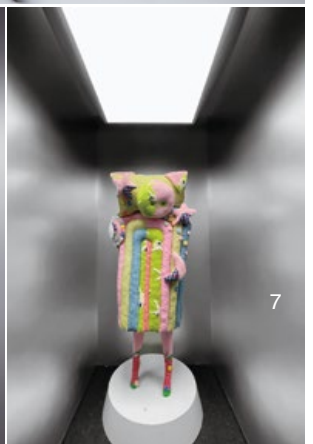
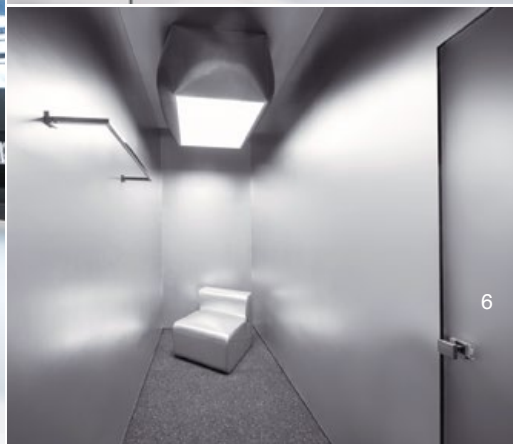
透過巨大窗面外呈店內動態。另一方面，兩層樓高與巨幅落地玻璃立面，也讓建築像似一座架高的舞臺般，與廣場環境形成最佳的觀賞與互動關係，就像在城市中心搭建了一座巨型戲臺。

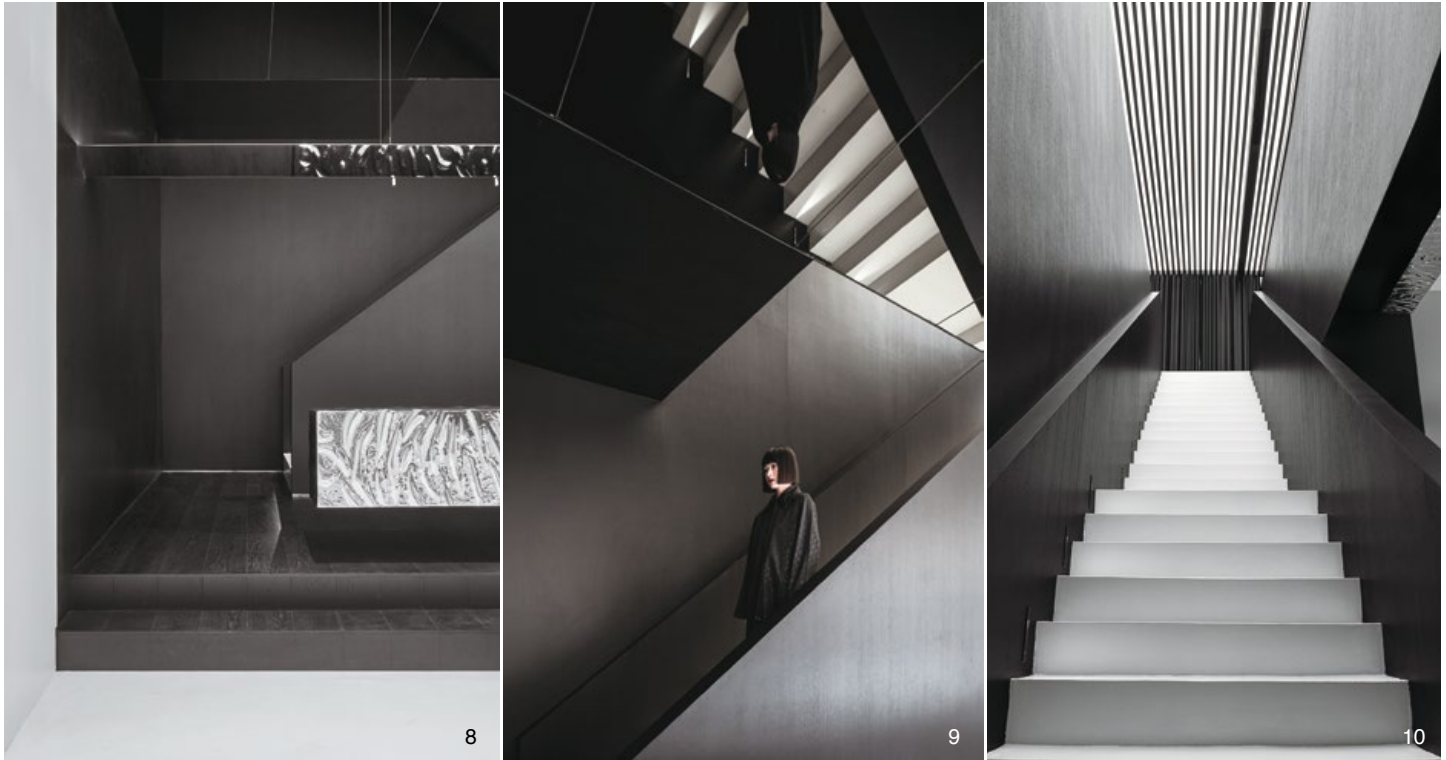
沉浸式劇場

在室內空間設計上，(SO)What 目標族群為 85 後出生的消費者，挑選產品大多風格酷帥且個性鮮明，業主期望空間設計避免俗套，能相襯產品的獨特性，同時也希望儘可能保有場地最大的使用彈性，以因應各種活動所需。對此，設計團隊跳脫平板的展售手法來回應業主選品內容的獨特性，置入兩面懸掛於空中的可動式螢幕，將室內打造成一座融合科技與視覺張力的劇場，給予消費者沉浸式的空間情境。

巨幅螢幕除了炫目的視覺效果外，也有著務實考量：其一，室內兩層樓淨高分別為 3.6 米與 3 米，若採取傳統的固定裝置佈置，除了會侷限店內未來的空間變化，也同時佔用樓層淨高，令空間體感較為壓迫；再者，每層樓面中央的天花板懸掛 LED 螢幕作為背景，除了能順勢修飾設備管線，巨型螢幕也可以播放各種品牌影片、形象視覺，或是配合動靜態活動、展示主題來共塑場境氛圍。

在細節上，每幅占約 20 坪的 LED 螢幕採用無縫拼接，除了能 180 度水平擺動，也可用電動升降方式控制螢幕角度，為場景主題營塑出極佳的戲劇張力。在工程施作上，除了精密計算荷重並加固原始建築結構，同時也增加巨幕的固定點來分散受力，每個點位增加安全防滑的專用構件確保螢幕穩定擺動且不鬆脫。由於螢幕的裝設點位在樓面正中心，更易達到 360 度的環場立體音效，讓消費者就像融入在舞臺裡，完全沉浸於店內鋪陳的主題氛圍之中。





3.1 樓平面圖。4.LED 螢幕能 180 度水平擺動，並透過升降控制螢幕角度。5. 螢幕、影像與立體音效，予人沉浸式的空間體驗。6.7. 試衣間覆上純粹的銀色背景。8. 銀色飾品台與鏡面造型燈，襯出展示品的精緻感，同時反射空間中的光影變化。9. 梯間，一座黑白背景的動線。10.2 樓天花板裝置梳紋結構與冷白燈光，為空間加入紋理變化。11.2 樓平面圖。

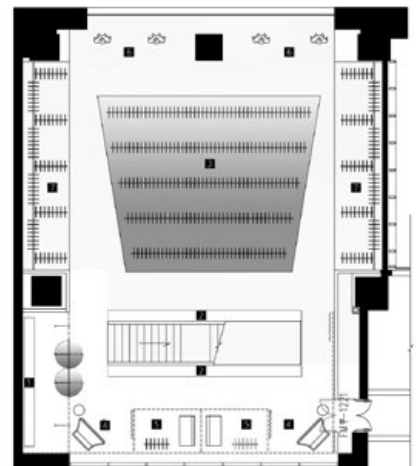
3. The first-floor plan. 4. LED screens can tilt and twist a full 180 degree. 5. Immersed audio-video experience in the main space. 6.7. Fitting rooms interior. 8. Silver color surface and mirrors reflect the surroundings and mix into a hallucinating screen. 9. Staircase court. 10. The second-floor ceiling formation. 11. The second-floor plan.

考量業主期望能靈活且最大化展示產品，設計團隊在巨幕上開設規整洞口作為活動掛桿的位置，與巨幕的動態影像、燈光效果共同圍塑出完整情境氛圍，遇有特殊活動或品牌合作時亦能拆卸衣桿，靈活調配巨幕下的空間，呈現最佳展示效果，令場地運用更加的自由與彈性。

純色裡的精緻

為完整舞臺情境氛圍，全室以純色鋪陳背景，使用白色與黑色系去除其他視覺雜訊，以巨幕與展售主題作為展呈焦點，同時也利用深色背景襯托產品內容與色彩，讓消費者在店鋪內的打扮與選購動態都特別顯眼。

滿室在不同黑灰色與質感混搭中也蘊含著許多細節，令空間更加別致。局部天花板或立面鋪覆鏡面材質，將室內映襯出多層次的景深效果，營塑深邃的空間張力。銀色波紋櫃檯與銀色太空燈除了可以回應螢幕影像的光彩，同時也俐落劃開服務動線，給予消費者清晰的指引暗示。多功能的飾品展示區由波浪帷幕板圍塑成背景，幕板有如舞臺帷幕般可以自由開合，除了劃分出裡側的試衣區，也能調整飾品展示或儲藏區範圍，做出最佳空間規劃。全作在低斂用色、視覺張力與自由運用的縝密思考下，令展售空間跳脫單一型式，有著因時而生的變化性，正如戲曲演繹般，每次的欣賞或參與都是身心感官與情境氛圍的共塑，一場無法百分百複製的體驗。採訪 | 室內雜誌編輯部



11

12. 黑色鏡面為空間延伸出多層次景深。13. 空間硬體線條與風格無不簡潔且嚴謹。
12. Black mirror extends the view into infinity. 13. Spatial volumes follow strict geometrical orders.



(SO)What is a store unable to be defined. It is a place representing the individualism of contemporary women. The location of (SO)What is in a pivotal position in Chengdu; the site has a visual and symbolic prominence that invites residents to feel curious and wander in.

A stage in a city

(SO)What is a street away from Taikoo Li Mall, and with its prominent position people enjoy taking a stroll within. The design solution faced the challenge to provide visual interest to casual strollers and the



design needed to have a strong impression associated with its local identity. The design concept was to embrace the street frontage as a stage allowing the maximum public use, and (SO)What turned out to be the visual center of the stage. Transparency dominates the façade of the store, and light illuminates the internal structural posts so all the activities inside give the direct impression similar to a theatrical play.

Immersed show

The main customers of (SO)What are youth born after 1985 as they belong to a generation willing to challenge tradition. The space is different in style and arrangement of a typical retail store, rather it is like a theater surrounded by tech gadgets and moving screens. The design's intent was to bring a new shopping experience that hasn't yet been seen in the city.



14

Large LED screens give the shop an exclusive visual impact and they meet the floor height in two dimensions at 3.6 meter and 3 meter height. The screens can project clips of promotional products and can display scenery shots that are the backdrop of the space.

The huge LED screens use the most recent seamless display technology, and the panels can tilt as well as go up and down. Their weight was calculated and reinforced along with the existing building forms. Special rings fix the panels as they are firmly stable without any possibility of falling. The layout of the huge screens gives the space an immersive embrace and the stereo sound environment is unprecedented.

The product display objects are designed to be easily removed to yield more space for special events, and a computer system can control the lighting and sound quality to match the show on the screen.

14. 螢幕像是一座靈活的背景，因應舞臺主題而變化，可以隨意調整的角度，強化了視覺震撼。15. 螢幕區是樓面的中心，可作展示、發布或跨界活動之用。16. 利用黑色背景相襯空間裡的人與物。17. 鏡面質感的展示櫃。18. 黑色帷幕區隔出試衣間。19. 試衣間與等候區都採用黑色包裹背景。20. 在黑色背景的相襯下，所有的色彩與質感都更加突出。

14. Big screen is both a backdrop of the main theater and it is the show of the theater. 15. The screen is a central piece of the store. 16. Black color set is the backdrop panel for the product display. 17. Mirror surface display cabinet. 18. Fitting rooms in black color. 19. Fitting rooms. 20. Details of the fitting room show offs a unique character when is surrounded by black color materials.



15



Exquisite beauty

The main space is surrounded by black and white color partitions so that the screens and their clips form the only focus of the interior. The shopping quarter also uses dark colors as the backdrop and the lighting illuminates the shoppers so as to spotlight their positions as the center of the visual focus.

The ceiling is partially covered by mirrored material, and the reflections expand the space in infinite views. A silver color reflective surface platform and light-reflective corrugated display cabinets all give the space a surreal mode. A fitting room right behind the display cabinets is hidden and the interior is pure black with a mysterious ambience. The lighting quality seems to challenge a shopper's psychological endurance when she faces a tranquil blackness and mirror reflection of her lonely self.

建材分析 Material Analysis

使用懸掛式螢幕作為空間焦點，將室內塑造為沉浸式劇場，同時純化空間背景設色，細節上使用波紋金屬板、鏡面不鏽鋼與銀色浮雕金屬板與暗色背景構成反差，並且回應 LED 螢幕的光色變化。

A huge LED screen hangs in the sky gives the store a never-seen experience. Corrugated metal board, mirror stainless steel panel, and the silver color metal panels dialogue with the black and white color backdrops and LED screen to form a surreal space.

溝通重點 Communication Note

(SO)What 是成都最具代表性的選品店，業主以「不被定義，不被侷限」為品牌核心理念，希望空間設計能具備鮮明個性，能最大化的展示產品，同時必須具備靈活運用的可能，不浪費任何使用面積。

(SO)What is a well-known store, and the store has the following motto: "We are not what you think; we are not what we used to be". The design seeks to be unprecedented and the space can be used for any event.