

MOMO OFFICE

北京陌陌影業辦公室

設計者」 PAL DESIGN GROUP / 何宗憲

參與者」 吳振傑 林錦玲

攝影者」 張駿麟

空間性質」 辦公室

坐落位置」 中國

主要材料」 雲石、水磨石、黑鋼、木材、布料、手掃漆、皮革、地毯

面積」 1,089 坪

項目年份」 2018 年

Designer」 PAL DESIGN GROUP / Joey Ho

Participants」 Jason Ng, Joslyn Lam

Photographer」 Qi-lin Zhang

Category」 Office

Location」 China

Materials」 marble, terrazzo tile, black stainless steel, timber, fabric, hand brush paint, leather, carpet

Size」 3,600m²

Project year」 2018



多變的幾何形狀與線條貫徹空間內外，
藉由靈活且沉浸式的空間激發靈感與創意。

「你無法告訴人們如何思考，但你可以學習創造一個令他們思考的環境，並使之成為他們每天都想去的地方。」引用 Google 前執行長 Eric Schmidt 與資深副理 Jonathan Rosenberg 之言，何宗憲為北京陌陌影業創造了充滿視覺張力與想像的空間，以空間藝術突破過往講求規律秩序但乏味的辦公環境，將幾何形狀的線與面匯入建築及室內設計之中，透過無拘束的空間刺激影視產業所需要的視覺、思想、情感與想像。

基地為地上 3 層、地下 3 層的獨立建築，外觀由多個白色量體非制式地堆疊而成，暗示著品牌求新求奇的精神。陌陌集團自社交軟體、直播等新興科技發跡，近年來更跨足電影、音樂、遊戲等泛娛樂產業，非傳統影視出身的背景，使其重視新穎且活潑的商業模式。因此，此作中也可見到許多不同於傳統電影公司辦公空間的配置，如提供員工使用的健身房、娛樂空間與開放舞台等，「靈活」及「自由」是何宗憲設計時的關鍵字，多處設計都提供了創作者孕育天馬行空想法的可能。

線條與幾何構成

將外觀線條延續入室內，空間與建築元素倚情境而生，線與面構成幾何視覺，1 樓由多變的幾何形狀白色壁板與黑色框架線條組成，天花射燈則如同舞台軌道燈，形成不同層次的豐富空間，令訪客留下深刻印象。甫進大廳，光線鏤刻出空間線條，中間是



Joey Ho



PAL DESIGN GROUP / 何宗憲

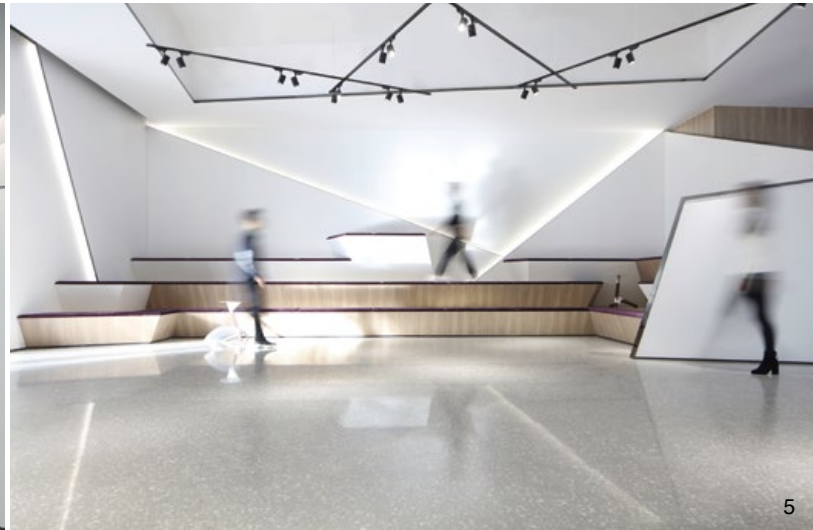
何宗憲深信設計的本質是啟發人們領悟生活的可能，故不設界限參與各領域的設計項目，如酒店、住宅、商業、教育及公共機構等，足跡遍佈美國、澳洲、新加坡、印度、香港和大中華等，屢獲海外業界權威獎項與榮譽，至今超越 150 項，包括美國《Interior Design》雜誌中文版名人堂 Hall of Fame 成員、2018 金殿獎年度傑出設計師、2018 及 2017 年中國室內設計十大年度人物、日本雜誌《Studio Voice》亞洲創作 VIP 之一。現任 PAL Design Group 設計董事、香港室內設計協會會長、香港設計中心董事會董事及多個設計組織及教育機構諮詢委員及顧問，亦是不少專業設計賽事評審。

PAL DESIGN GROUP / Joey Ho

Joey Ho believes the core essence of design is to inspire and open up possibilities of life. So, he actively involves in design projects borderlessly and successfully established a rich archive of works of diverse scopes of specialties and sectors, including corporate, residential, education, hospitality and various sectors, and in different countries, i.e. over Hong Kong, the Greater China region, Singapore, India, the US and Australia. This also brings him countless awards and honors, including US "Interior Design" Magazine (Chinese Ver.) Hall of Fame, 2018 Golden Design Award of Interior & Architecture Outstanding Designer of the Year, 2018 & 2017 CIDA Annual Top 10 Influential People of China Interior Design, VIPs of Asian Creation by Japanese design magazine Studio Voice. And now, he is a design partner of PAL Design Group, Chairman of Hong Kong Interior Design Association, Director of Hong Kong Design Centre, numerous design association or academic institution advisory committee and consultant and award judges.

1. 基地外觀由多個白色量體非制式地堆疊而成。2. 主要入口處，以鋼材勾勒線條，並有企業識別標誌。

1. Several white columns are stacked to form the basic form of the building. 2. Main entrance and CI logo displayed in a prominent way.



偌大的開放式舞台，兩側環繞著多層次的座位，可作為多用途空間，為內部團隊或影視活動提供靈活性及自由度，開放的互動區減輕工作的疲憊，更增加員工間的交流機會，而除了主要動線外，考量影視公司常有演員、名人等進出，額外規劃了一條 VIP 通道，可直接通往電梯至導演辦公室，以三角切面及天窗引入日光，避免走道狹窄擁擠感受。

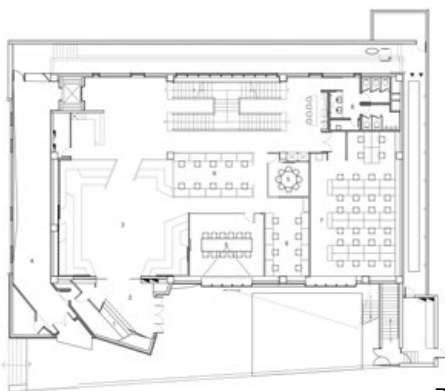
通往 2 樓辦公室的主通道是樓高兩層的淨白樓梯，緊鄰一整面的落地玻璃開揚而舒心，員工可將室外景緻及光線飽覽無遺，即使工作再繁重也能過濾心情，同時啟發靈感。辦公空間同樣貫徹幾何元素，但換上溫潤的木質飾板及強烈的鋼材線條，開放的工作位置及動線可促進人際之間的互動與交流，使工作具備靈活性與自由度，會議室的透明玻璃牆方便一目了然人員的流動，傾斜的天花板則形塑如舞台般的視覺氛圍，以空間刺激團隊的想像創造價值內容。

地下層則多為接待與娛樂用途，包含用餐區、酒吧、健身房等，以及專業的電影播映室，色調與材質特意與地上層淺白、木材質做出區分，加重深色調比例，以黑、白、灰打造設計格調，幾何線條搭配燈光折射形同立體雕塑，形成趣味的空間體驗，加上酒吧及用餐配備滿足不同需求。視覺強烈的劇院為影視藝術的展示舞台，使用天鵝絨般的紫色地毯演繹出截然不同的視覺，對比強烈的燈光加上舒適的沙發，為放映專業電影而塑造。何宗憲以此作為陌陌影業樹立品牌對於自身的期許，並希望藉由靈活且沈浸式的工作環境激發工作者的創意，大膽且脫穎的空間，催生令人耳目一新的影視作品。撰文 | 林慧慈

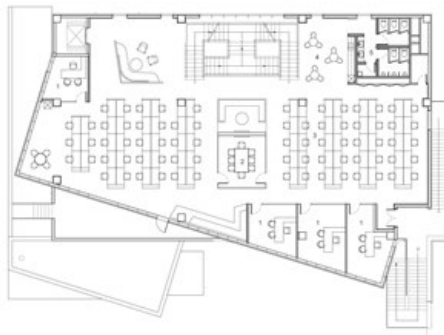


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3. 主要動線接待處，以不規則形狀構成。4. 考量公司常有演員、名人出入，而規劃 VIP 通道。5. 大廳設置開放式舞台，可作為多用途彈性空間。6. 舞台兩側環繞多層次座位，為活動提供靈活性及自由度。7. 1 樓平面圖。8. 2 樓平面圖。9. 3 樓平面圖。
 3. Reception space displays an irregular formation in its spatial layout. 4. VIP corridor to protect stars' privacy. 5. Grand hall is for flexible use. 6. ASeating in several layers allows audiences to be entertained by activities. 7. The first floor plan. 8. The second floor plan. 9. The third floor plan.



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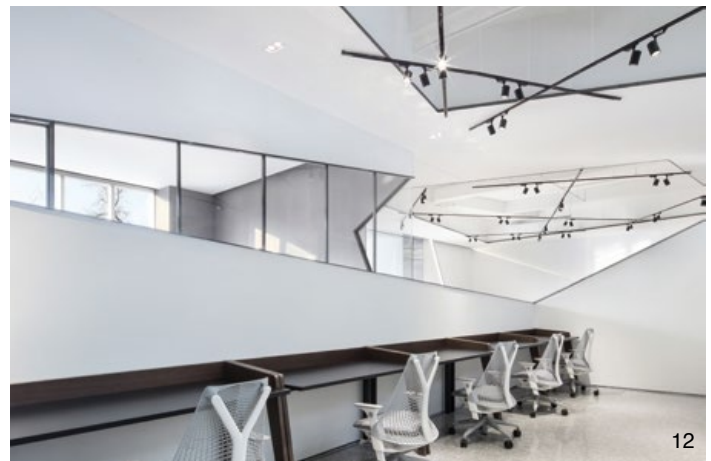
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10. 樓梯緊鄰落地玻璃窗，引入大量採光及景緻舒緩工作壓力。11. 2樓辦公空間以木板材及鋼材線條為主。12. 天花射燈設置如同舞台軌道燈。
 10. A staircase enjoys ample natural light and is welcomed for pressure relief. 11. The second floor office space, furnished in wood and metal wiring details. 12. Sliding lighting system in the grand hall.

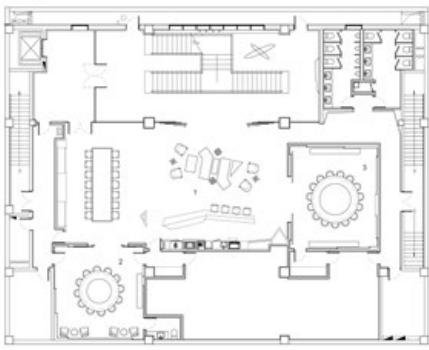
True to the pioneering spirit of one of the fastest-growing mobile app startup in China, MOMO's new office in Beijing boasts the perfect breeding ground for creativity and innovation - and naturally demands an unconventional design. Nasdaq-listed MOMO has been at the forefront of mobile applications and digital platforms for social networking, short films and live shows - nothing short of challenging putting forth a user-friendly solution for such diverse requirements.

Throughout a horizontally interlocking geometric layout, natural light diffuses down through its myriad skylights in various shapes and angles. They are in particular inspirational for designers who find them not dissimilar to a film roll unwinding. What is particularly worth noting is the two entrances to the resulting airy interior, including one specially dedicated to catwalks or popup performances as special guests are prepared for the magic within as they follows a long, secret path with an origamic corridor with triangular skylights. Surprises are in store even with the normal entrance for day-to-day use, when the foyer opens up to multi-level decks emerging on both side as handy seats for the open space in between, which doubles as an ad-hoc stage fitted with track lights above. The entrance is in fact also meant to transport MOMO's employees into another world of quality but fun work -and for their talents to awake through and through.

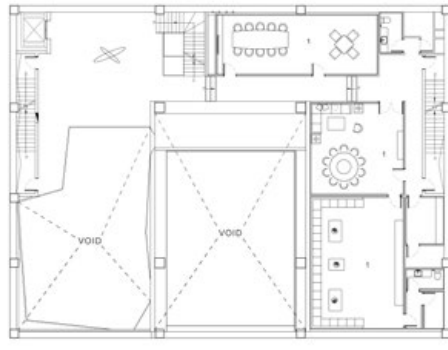
So despite a simple black-and-white colour scheme with occasional wood furnishings, thoughtful details abound, and offering as many possibilities is central to the overall brief. As users are always "on the move" and commute within the office from product tests to team meetings, such flexibility and freedom, thanks to all the in-between, undefined open spaces, helps facilitate workflows and fulfill unique spatial potentials from social interactions to mind-stimulating inspirations.



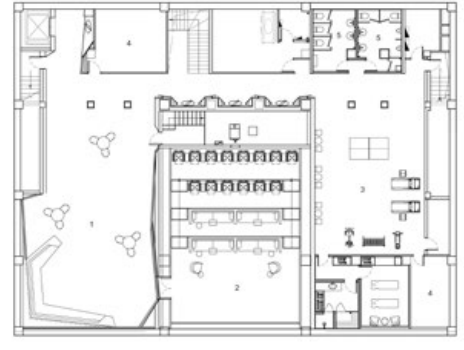
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13. 地下 1 樓平面圖。14. 地下 2 樓平面圖。15. 地下 3 樓平面圖。16. 會議室傾斜的天花板形塑舞台般的視覺氛圍。17. 透明玻璃牆可以清楚呈現人員流動，方便工作溝通。18. 地下層為接待與娛樂區域，包含用餐區、酒吧、健身房等。19. 地下層加重深色調比例與辦公室區隔。20. 空間線條搭配燈光折射形塑立體雕塑般的視覺。21. 劇院為放映專業電影而塑造。

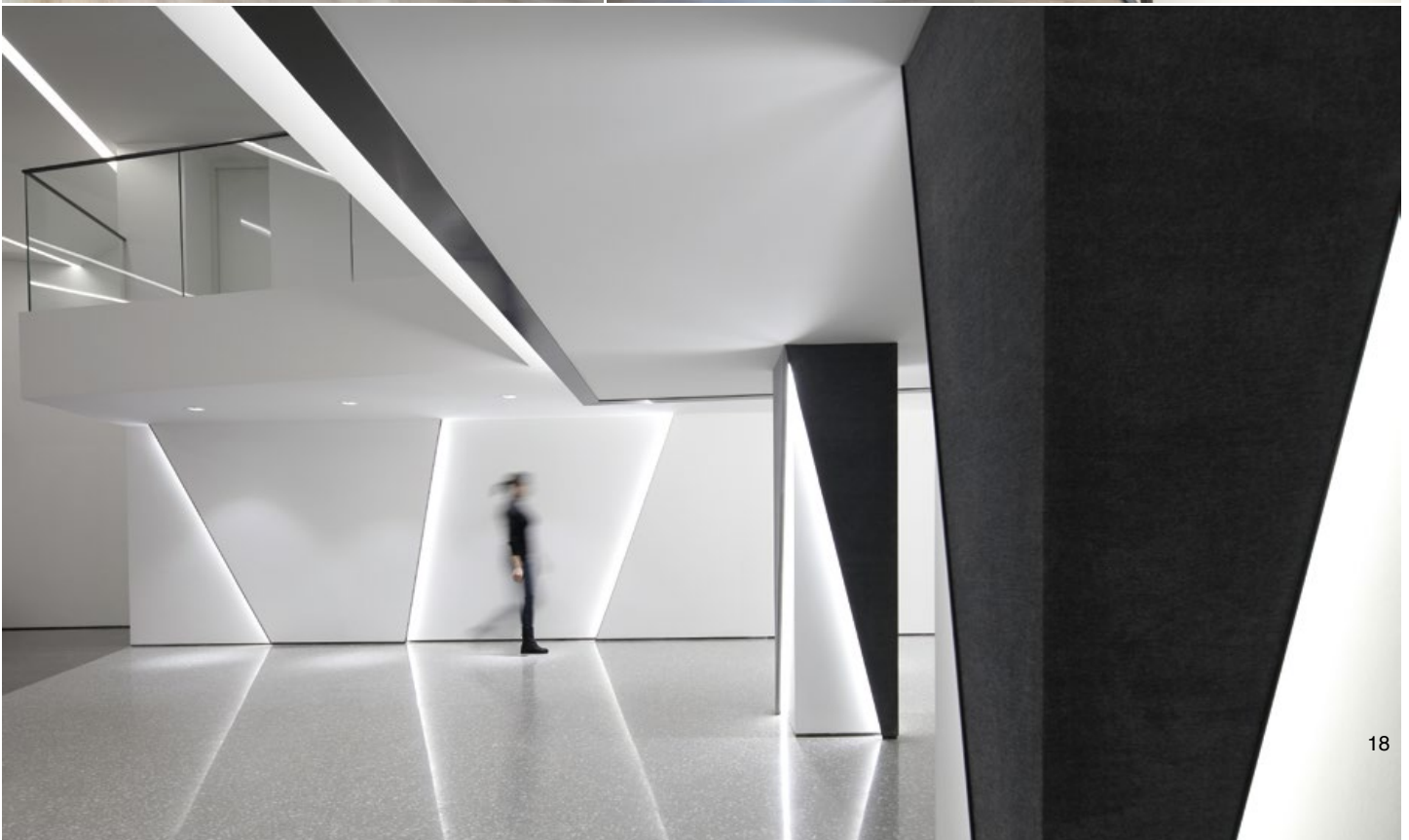
13. B1 plan. 14. B2 Plan. 15. B3 Plan. 16. Slanting ceiling is used in a conference room. 17. Transparency facilitates communication. 18. Basement space is used for dining, a gym and other entertainment spaces. 19. Dark color system is used inside the basement. 20. Lighting is dramatic and gives the spaces a high visual profile. 21. Theater.



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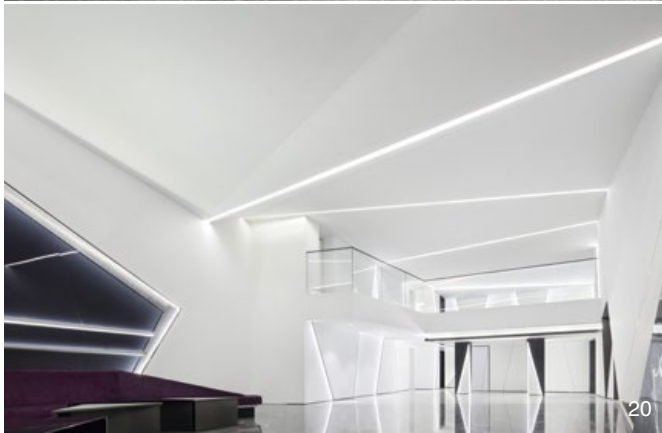
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An example is the double staircase, a significant centerpiece featuring an expansive lightwell which offers additional space to chill and connect. A meeting room with transparent glass walls opens up in the midst of office workstations, again unconventional, but conveniently answers different needs. Concluding the overall design on a high note is the theatre floor below ground, which not only offers a company canteen, but also a spacious reception area to prepare guests for a professional-grade cinema for screenings. In addition to a sculpted passageway in fresh white leading to this lovely surprise, the practicality of the cinema cannot be understated given its velvety purple carpet, comfortable couches and form-fitting lighting.

建材分析 Material Analysis

1. 地坪使用石材，光滑的表面鏡射出光線塑造的線條，打造一體感。
 2. 辦公環境使用溫潤的木質飾板及鋼材線條，舒緩工作心情。
 3. 接待區與戲院內使用天鵝絨般的紫色地毯，呈現不同於辦公區域的視覺氛圍。
1. Polished paving stones reflects light and join with the surroundings with elegance. 2. Office space is wrapped in intimate air with wood finishing and copper bands. 3. Reception and theater interior are covered by a purple color velvet carpet.

溝通重點 Communication Note

1. 業主自新興產業發跡，跨足電影領域，空間氛圍呈現出品牌強調的活潑與靈活特性。
 2. 大廳規劃成開放式舞台，可彈性運用為公司內部或對外宣傳活動使用。
 3. 考量公司常有影視名人出入，須規劃專屬動線。
 4. 須打造如同電影院的專業放映室，提供內部影視作品試映使用。
1. Client's vision for the movie business is to inject it with a vivid energy. 2. The main hall is like a open-style theater, easily used as a premier showcase or other promotional activities. 3. VIP corridor protects the privacy of famous stars. 4. Professional screening room is for insider previews.