

ARCHITECTURE\_INTERIORS\_DESIGN

JUNE 2011

# PERSPECTIVE

# 透視

HK\$35  
US\$16.50  
EURO13.65



DEMODE by VALCUCINE Brain Trust:  
Urban Design – A Green Framework  
DEMODE by VALCUCINE設計智庫：  
論都市設計之綠色城市框架

## The 商業特集 BUSINESS ISSUE

From Slovenia's Copova Devetka and iconic casinos in the UK to Tibet's Niyang River Visitor Centre and Hong Kong's Hysan Place, it's all about commercial space this month

都市從商篇：斯洛文尼亞Copova Devetka購物也瘋狂·英國三大賭場俱樂部重出生天·西藏尼洋河游客中心鄉土之情·香港希慎廣場由「綠」開始

*"We require from buildings two kinds of goodness: first, the doing of their practical duty well. Then, that they be graceful and pleasing in doing it"*

– John Ruskin



ON THE COVER  
Niyang River Visitor  
Centre, Linchi, Tibet



COURTESY OF  
CHEN YU/  
ANDARDARCHITECTURE  
ZHAO YANG STUDIO



046



052

## 018 DIRECTIONS 設計搜尋

## 026 Hong Kong Perspective 香港透視

## 028 CALENDAR 設計盛事

## INTERIORS 室內設計

## 030 No risk, no reward 險中求勝

Three UK casinos mediate between tradition and contemporary playfulness  
倫敦三間賭場俱樂部，室內設計穿梭傳統與創新玩味

## 036 A box of light 盒光彩照

Longchamp's new Asian flagship store exemplifies the youthful, fun spirit of the brand  
Longchamp在港開設全新亞洲旗艦店呈現品牌的活潑神韻

## 042 Small but perfectly formed 濃稠細膩

Godiva Hong Kong IFC invites you to indulge in your sweetest fantasies  
Godiva設於香港國際金融中心的店舖，讓你不禁走進甜美的夢幻世界

## 046 Defying the norms 破格之旅

The historic 2 Place de l'Opera in Paris is home to the ground-breaking BNP Paribas office  
巴黎歌劇院廣場道2號的歷史建築藏著法國巴黎銀行的破格「概念店」辦公室

## 052 Sensory delight 官感誘惑

The Bubies store is a symphony of carefully-selected elements of elegance and femininity  
Bubies店內設計細膩地揉合高貴與嫵媚的韻味

## DESIGN 設計專題

## 062 What next for Central Market? 中環街市新面貌

Four architecture firms present their vision for the future of Central Market  
中環街市將何去何從，且看四間建築事務所怎樣為它的前路打拚

## 068 A masterful plan 君臨倫敦

The massive regeneration plan for King's Cross will transform the place into a new social, commercial, academic and residential hub  
英國國王十字區大型重建項目誓把倫敦市中心變為全新社區、商業、學術與住宅的活動集散地

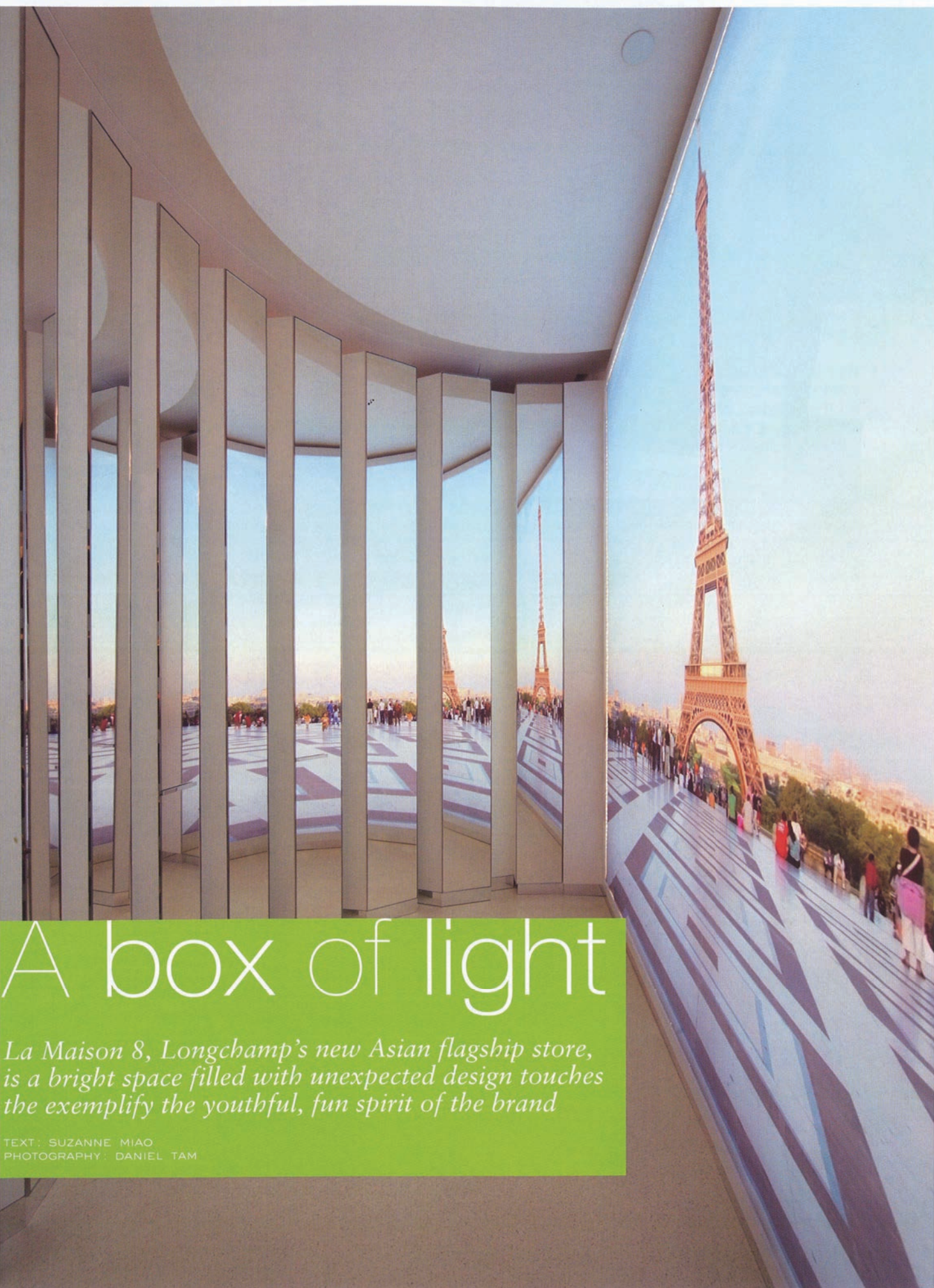
## 074 fantastic • systematic 美麗有序

Burkhardt Leitner's modular architecture systems are perfect for temporary constructions used at trade fairs, exhibitions and presentation designs  
Burkhardt Leitner完美道出臨時模塊建築系統用於貿易展、展覽與講台設計都能創意滿分

## 077 Tufting & weaving 一針一織

Andre Fu's debut collection for Tai Ping Carpets is a testament to the company's profound artisanship  
Andre Fu首度與太平地氈攜手合作，印證太平積澱深厚的傳統工藝





# A box of light

*La Maison 8, Longchamp's new Asian flagship store, is a bright space filled with unexpected design touches that exemplify the youthful, fun spirit of the brand*

TEXT: SUZANNE MIAO  
PHOTOGRAPHY: DANIEL TAM



**Y**ou don't generally expect to see works of art in a retail space, much less quirky, conceptual pieces by the likes of architect, artist and designer Thomas Heatherwick, one of the judges for the Perspective Awards 2011. But such is the nature of French luxury brand Longchamp that its new Asian flagship in Hong Kong – La Maison 8, located in the heart of Central – features not just one, but two of Heatherwick's fantastical pieces.

The two sculptural furniture items – the Spun chairs and Extrusion bench – form functional seating while also setting the tone for La Maison 8: Longchamp might have an illustrious history dating back to 1948, but this is no stuffy, stuck-up brand. Supermodel Kate Moss is the 'face' of Longchamp, for a start. And under the leadership of architect and designer Eric Carlson, the interior design of La Maison 8 is also imbued with a lightness, a sense of playfulness, that isn't often seen in brands at this level of luxe.



"Longchamp is a family brand and they have a very refreshing approach," says Carlson, whose Carbondale architecture studio developed the brand's new global store design concept – that said, Carlson confides that he doesn't like the word 'concept'. "I prefer to use the word 'idea', and here the aim was to connect the brand to its Hong Kong setting."

This was achieved in the façade, for example, by Carlson's interpretation of traditional bamboo birdcages, whose bars he represents in the form of ribbons of metallic mesh, which wind around the full length of the store's exterior. "The criss-cross or lattice also connects to the Longchamp brand's pattern in the lining of its bags," he points out. "What we wanted to do here was to link the brand's identity to the architecture."

The connect continues inside, where folding screens and display walls echo not just Longchamp's classic Le Pliage bags – these folding bags are one of the brand's iconic designs – but also traditional Chinese fans. The Pliage bags adorn a large 'pleated' wall to the left of the space as you enter the store, creating shape, colour and a point of immediate visual interest. Directly in front are Heatherwick's Spun chairs, whose polished copper sheen bounce and reflect light for added depth; sit on a Spun and not only can you rock from side to side, you could also spin around in a full circle, if the whim took you.

Behind the Pliage display wall is perhaps La Maison 8's most whimsical element – rarely does retail interior design surprise and delight, but the concealed, mirrored nook does precisely that. At first glance, it looks like it could be a discreet storage area. Step into the space, however, and the backdrop of the Eiffel Tower – perfectly, proportionally scaled – reflects in the mirror, making it appear as if you actually are in Paris.



This playful note, which nods to the Eiffel Tower elevator in Longchamp's Madison Avenue store, both recalls the brand's quintessentially French heritage, and reinforces the link between Paris and Hong Kong.

Other key features of La Maison 8 are an intimate, feminine space for Longchamp's expanding ready-to-wear collection, a separate room for the luggage range (where colours are notably darker and materials more sombre than the rest of the store) and a VIP salon, where glass cases display historic Longchamp products, including leather-covered pipes and one of the original LM bags with the brand's emblematic criss-cross motif. Also in the luggage area is a large-scale oil on canvas by mainland artist Liu Wei, entitled *Purple Air D No.3*, part of his series of colourful, stylised skyscraper cityscapes.

"We blended contemporary and modern elements with warmth throughout the store; we didn't want it to feel abstract or obscure," says Carlson. "It's a very vertical space, with different sections distinguished by elegant panels featuring the lattice pattern. We also carved a serpentine route to lead people through the store; we were inspired by the spirit of travel. The idea is that as people move through the space, they will discover new things at each turn."

Behind the Pliage display wall is perhaps La Maison 8's most whimsical element — rarely does retail interior design surprise and delight, but the concealed, mirrored nook does precisely that





# 盒光彩照

Longchamp 在港開設全新亞洲旗艦店 La Maison 8，鮮明的空間設計驚喜處處，呈現品牌朝氣盎然的活潑神韻

撰文：SUZANNE MIAO  
攝影：DANIEL TAM



## 藝

藝術作品擺放於零售店本已是難得一見，更何况是星級大師的概念怪誕之作。不過，來到中環中心地段，走進法國奢華品牌 Longchamp 全新的亞洲旗艦店 La Maison 8，卻發現意外驚喜。店內竟然擁有身兼建築師、藝術家與設計師三職的 Thomas Heatherwick（為本年度《透視設計大賞》評判之一）的傑作，而且還不止一件。

La Maison 8 店內擺放了兩件 Thomas 的雕塑傑作：Spun Chair 與 Extrusion 長椅，不但實用，更為旗艦店帶來跳脫的新鮮調兒。Longchamp 創於一九四八年，輝煌的悠長歷史並未為品牌添上一份高傲古板的悶氣。相反，品牌首先找來名模 Kate Moss 擔任代言人，有耳目一新的感覺。接著，建築師兼設計師 Eric

Carlson 領銜為 La Maison 8 作室內設計，使旗艦店充滿輕快的玩味，在星級奢華品牌的世界中可謂難見鮮聞。

Eric 說：「Longchamp 是個家族式經營的品牌，他們的方針卻新鮮得很。」Eric 在巴黎的 Carbonale 工作室負責為 Longchamp 的全球店鋪策劃新的設計概念；他直言不甚喜歡「概念」一詞，說：「我較喜歡用「意念」一詞；而這家店的設計目標，就是要把品牌連繫到香港的這個大城市中。」

這種連繫進一步延伸到店內，彎彎曲曲的幕屏與陳列櫃不僅呼應 Longchamp 的經典招牌摺袋 Le Pliage，亦讓人聯想到傳統中式廚子。旗艦店門口左邊有一大幅皺褶起伏的飾牆，放滿 Pliage 袋裝飾，形態獨特、色彩斑斕，瞬間吸引目光。Thomas 設計的 Spun Chair 正正放在這幅飾牆前，椅子拋光銅面閃耀光澤之餘，又反射出幻光，加深空間的深度。客人坐在椅子上，既可以隨心左右搖曳，如心血來潮更可打轉兜圈。

越過 Pliage 陳列牆走到後方，便發現 La Maison 8 中最奇幻的設計。零售店的室內設計甚少帶來驚喜與歡樂，但 Le Maison 8 內的一個隱藏鏡面角落卻驚喜無窮。乍看之下，會以為這只是個不起眼的貯貨區；但甫一踏進角落，艾菲爾鐵塔卻突然活現眼前：牆身背景上的艾菲爾鐵塔景象，在鏡子中經完美反射，營造出環迴風景，猶如置身巴黎之中。

這玩味十足的设计，與 Longchamp 於紐約曼克頓麥德遜大道分店內艾菲爾鐵塔特色升降機如出一轍，展現品牌的法國根源的同時，亦加強巴黎與香港之間的地區聯繫。

La Maison 8 還有不少獨特的設計，如 Longchamp 正擴充規模的時尚服飾系列的區域，設計親密具女性美；專為旅行袋系列而設的獨立房間，相比店內其他區域，用料用色更深沉濃厚；而貴賓房內則設玻璃陳列櫃，展出 Longchamp 歷史悠久的產品，包括皮面煙斗與其中一個最先推出、飾有 Longchamp 招牌交叉圖案的 LM 手袋。旗艦店內的旅行袋專區還有一幅大型油畫。這幅油畫出自內地藝術家劉煒的手筆，取名為 Purple Air D No.3，是其色彩繽紛的抽象摩天大樓城市景致的系列作品之一。

Eric 說：「全店的设计揉合當代元素與柔和溫暖的格調，就是不想太抽象難懂。店鋪空間寬闊，不同區域以雅緻的格子紋飾板分隔。我們亦設計出蜿蜒的路線，引領客人逛遍整間店子。旅遊的神髓正是我們的靈感；人們在店內游走，每步都能遇到驚喜，發掘到新事物。」