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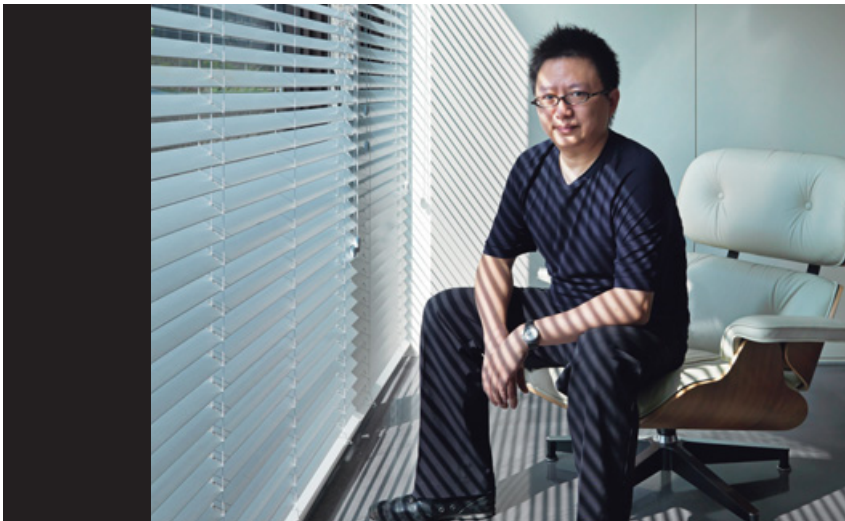
Rouge Select Boutique, Taipei

胭脂複合式精品店

ROUGE

ROUGE





陸希傑

1965年出生於台北，1989年畢業於東海大學建築系，1993年取得英國AA建築聯盟碩士學位，在英國期間曾於Raoul Bunschoten 事務所擔任設計師，而後回國成立CJ STUDIO，從事建築及室內設計、家具設計、產品設計等相關研究開發。代表作品有：國聯飯店在2001年被入選「Design Hotels國際飯店聯盟」。寶騰璜及張李玉菁台中Tiger city概念店(2005日本JCD設計大賞)、Aesop 微風店(2006年獲得日本JCD設計大賞，與國際室內設計聯盟IFI 2007設計金獎)、敦南國美豪宅作品獲得台灣室內設計大獎TID Award 2007金獎、TID Award 2008獎、第六屆現代裝飾國際傳媒獎年度家居空間大獎，入選為美國室內設計雜誌INTERIOR DESIGN七十五週年特集中之五位具潛力設計師之一，2003年成立個人品牌shichieh lu。

Shichieh Lu

Born in 1965, Taipei, Taiwan. BArch in Tung-Hai University, Taiwan. Received his Diploma in Architecture from Architectural Association, London, in 1993 and worked for Raoul Bunschoten in 1994. Established CJ Studio in 1995. Major projects are United Hotel (selected as a member of "Design Hotels" a well-known international hotel chain.), [WUM] store, Stephane Dou and Chang Lee Yugin's shop in Tiger city (JCD Design Award 2005), Aesop store in Breeze center (JCD design Award 2006, IFI 2007 Gold Award), residence of Tsai projects (TID 2007 Gold Award), TID Award, selected into five of talents report on "Interior Design" (USA) celebrating 75 years special issue. Since 2003 he has established his own brand -shichieh lu.

設計者」陸希傑

參與者」林心怡 曹均達 劉致佑 陳宥銓 張瓊之

攝影者」Marc Gerritsen

空間性質」商業空間

坐落位置」台北市中山北路二段

主要材料」萬能角鋼 線板 鑿多魔 鏡面不鏽鋼 皮革 清玻璃

面積」一樓21坪，二樓14坪

設計時間」2009年3月至4月

施工時間」2009年4月至6月

Designer」Lu Shichieh

Participants」Linda Lin, Jim Tsao, Athena Liu, Cola Chen, Bonnie Cheng

Photographer」Marc Gerritsen

Category」commercial

Location」Taipei

Materials」angel steel bar, molding, Panadomo, stainless steel, leather, glass

Size」the first floor : 70m²; the second floor:46m²

Design period」March - April 2009

Construction period」April - June 2009



匯聚二十多項國外知名設計師品牌配件的「ROUGE胭脂」，在中山北路開設首間複合式精品旗艦店，並委由設計師陸希傑打造此一時尚空間，以全方位概念，滿足顧客對配件的各種需求。取名「ROUGE胭脂」意在將配件隱喻如女生必備品「口紅」，也能在穿著上發揮畫龍點睛的效果。陸希傑表示，此案從討論、定案，到設計、施工，短短不到四個月，經過密集溝通討論，一氣呵成毫不拖泥帶水，卻也讓最後的呈現結果，超乎業主期待，展現了陸希傑成熟的設計火候。

現代·古典

陸希傑表示，此案中必須要處理的第一個問題是如何運用不同展示手法，來表現自世界各地二十多個風格迥異的設計師品牌配件。再則「Rouge Select Boutique」坐落在中山北路光點附近，屬於個性化精品店的一級戰區。在考慮到該品牌特性以及地域性因素後，勾勒的空間雛型以美術館為基調，注入創新與質感，打造出國際性時尚精品店的氣勢。

衝突·張力

從Rouge所代理的配件中，陸希傑擷取了其中「古典」以及「創新」兩種精神，藉由現代與古典的衝突，表現空間張力。再則，透過珠寶一種超越時空的永恆特質，陸希傑也希望在空間裡傳達『時間』這個主題。在初步階段，他構思了許多提案，環繞著這兩個核心題：關於『時間』的表達以及『現代』與『古典』之間的衝突張力。

時間·封藏

在此案中，陸希傑大膽地使用了萬能角鋼這種粗獷的工業素材，貫穿於內外空間之中，藉以打破材料既有功能與形式，顛覆我們對材料的傳統既定印象。整棟建築的立面以白色的萬能角鋼作為設計元素，運用堅硬的材質特性，卻表現出一種輕盈富穿透感的立面表情，形構出一種衝突的美感。

1. 藉由堅硬的材質特性，卻表現出一種輕盈富穿透感的立面表情，形構出一種衝突的美感。
2. 整棟樓層的外觀，注入創新、精緻的質地，打造國際性時尚精品店形象。

1. Industrial materials built into a modernistic feature of lightness 2. The building façade and high fashion outlook





3. 位於中央的水晶柱狀透明玻璃櫥窗是視覺焦點。4. 有限空間裡，設計師運用不同展示手法，來表現不同品牌的配件。5. 樓梯作為串聯上下樓梯的視覺重點，在面對一樓的立面以鏡面不鏽鋼嵌LED螢幕。6. Sketch—提案A。7. Sketch—提案B。8. 一樓Sketch。
3. Sale items and spatial layout 4. Visual focus on the glass cabinet 5. Staircase attracts one's vision to converge on a LED screen against the mirror stainless steel boards 6. Sketch - scheme A 7. Sketch - scheme B 8. The first floor sketch

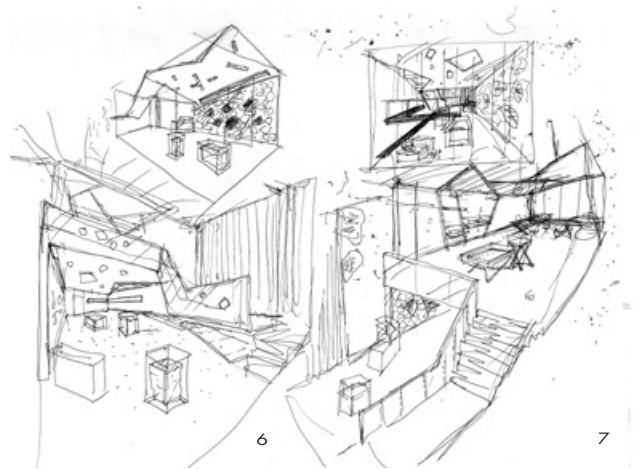
踏進室內，上下共二層樓的白色挑高空間，一樓主要展示立面再度以白色角鋼這個元素鋪陳，內嵌的展示櫃輪廓巧妙地呼應古典線板的線條細部，又有著數位電路板的前衛特質。透過白色角鋼這種後工業材料的使用，搭配著水泥、鏡面不鏽鋼、玻璃等現代性材料，反映出設計師在詮釋古典的大膽創新，既保留某些古典元素的優雅靈魂，又巧妙地賦予全新現代的視覺精神。

新舊·並存

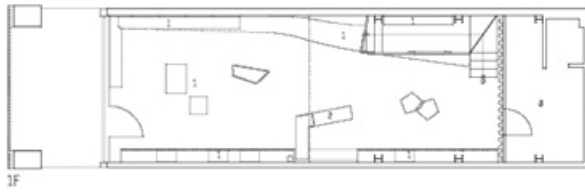
貫穿上下兩層樓的水晶柱狀透明玻璃櫥窗，如裝置藝術般，在設計師眼裡是一種將時間封藏的象徵，也隱喻珠寶一種超時間狀態的特質。為了營造出新、舊之間的融合與反差，設計師在極為時尚的氛圍中，放進幾件古董櫃檯再包覆一層透明玻璃，將展示與櫃檯功能交疊，又是一個新、舊的巧妙融合，也隱喻著封藏時間的概念。

樓梯作為串聯上下樓梯的視覺重點，在面對一樓的立面以鏡面不鏽鋼嵌LED螢幕。樓梯板則以粗獷的黑鐵鋪陳，沿階而上，二樓定位為VIP室，地板轉以溫潤木地板鋪陳，結合鋼琴烤漆，將展示櫃、天花板刻意以裸露的大型古典線板勾勒，營造一種優雅的氛圍。整間店散發著如美術館般的氣質，展示的不僅是商品本身，連同各品牌的創作理念與文化精神也一併呈現，也讓ROUGE的飾品配件提升至藝術展示層次。

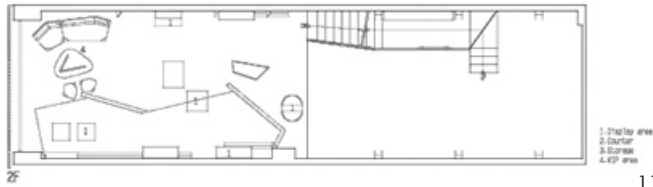
「時尚」最迷人的特質就是，永遠處於「創新」的進行式；然而，「創新」並非天馬行空，而是不斷從過去歷史中找尋靈感，再賦予嶄新的面貌。而陸希傑在這個空間裡，充分掌握「時尚」的精髓，也是運用古典元素，再次創造出顛覆眾人印象的視覺新意與風貌。採訪 周巽莉







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Rouge Select Boutique is a store that collects 20 selected designer's accessories and the name "Rouge" is derived from lipstick and suggests that a make-up item is a must have in every lady's pocket. In four months, the project moved from concept from completion; even in such a short time, Mr. Lu still gave his client the best satisfaction.

Modern vs. Classic

Shichieh said that the first problem he has to deal with was how to show off more than twenty designer's brands while still retaining individual identify. The solution came from sorting out show case in various categories then put them back together according to brand image and style, thus the space is featured like a museum collecting all types of art pieces.

Clash and Tension

In all the items displayed here, Lu found that two elements were always identical: "classic" and "modern"; so he then transferred the idea into the design. Also, his interest in the idea of "time" and eternity informed the second idea of space.

Time and Collection

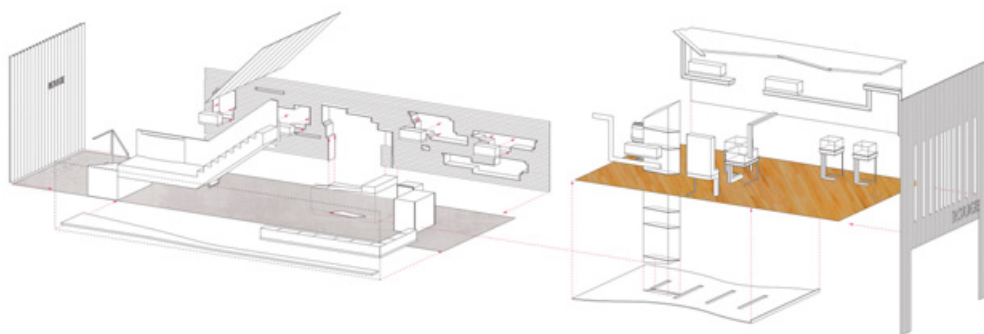
Lu's selection of angled steel as the main element is audacious for such a fine accessory shop; the elements painted in white bold with various angle and formations form the main framework of the space. The sharp contrast of the textures between sale items and industrial materials offer the space an unusual beauty.

The details of the showcase features interesting wood molding and high-tech element; the sophisticated solutions in the use of materials such as stainless steel board, glass and cement cast elements also displays an intricate diligence from design to construction.

9. 上下兩層樓的白色挑高內部空間。10. 一樓平面配置圖。11. 二樓平面配置圖。12. 自二樓望下眺望一樓展示空間。
9. Double floor view 10. The first floor plan 11. The second floor plan
12. View from upper to lower level



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13. 二樓VIP室，地板轉以溫潤木地板鋪陳，將展示櫃、天花板刻意以線板勾勒，營造一種優雅的氛圍。14. 二樓VIP室休憩區。15. 二樓VIP室。16. 二樓VIP室的天花造型變化。17. 全區透視展開圖。

13. VIP room and its interior ambience 14. VIP lounge view 15. VIP lounge 16. Ceiling details, VIP lounge 17. Perspective drawing



Old and New

A glass jewelry show window is large enough to expand from the first to second floors attracting one's vision to linger. For Shichieh, this huge glass element signifies that time has sealed the most precious in within it. One wanders around the showcase to see the many antique old cabinets which accompany the jewelry items also sealed inside.

The staircase is built in steel; black tread contrast with the mirror surface stainless panel inlayed with a LED screen. The second floor offers VIP customers a lounge for trying on, here the floor is paved with wood planks. The VIP room features polished painted cabinets and large scale classic molding on the ceiling position.

What makes fashion so attractive in human culture is that it always moves from one stage to another; fashion never stops. Lu's design searches for elements from the past while creating the stuff that meets not just need but also moves forward towards the future. Translated by Ray S.C.Chu & David Mark Riz