

Genuine Foods

誠食餐廳

設計者」陸希傑
參與者」林麗紋 莊明哲 劉蘭儀
攝影者」MGP/莊博欽
空間性質」餐飲
坐落位置」台灣台北木柵
主要材料」回收木皮板材染色、導光板、鑽泥板染色、烤漆玻璃、磁磚、美耐板
面積」1F-25坪 2F-45坪 共計60坪
設計時間」2012年3月至4月
施工時間」2012年5月至8月

Designer」 Shichieh Lu
Participants」 Ivy Lin、M.C.Chuang、Angela Liu
Photographer」 MGP/Ivan Chuang
Category」 restaurant
Location」 Taipei
Materials」 recycled wood, light-guided plate, dyed color rustic panel, Diacrete board, glass, tile, Formic panel
Size」 1st floor: 83m², 2nd floor: 149m²
Design period」 March - April 2012
Construction period」 May - August 2012

CJ STUDIO /陸希傑

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，返台後成立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。2003年成立個人品牌— shichieh lu，陸續推出家具及生活系列產品。著名作品包括寶騰璜及張李玉菁台中Tiger city概念店（2005年日本JCD設計大賞）、Aesop微風店（2006年日本JCD設計大賞、國際室內設計聯盟IFI 2007設計金獎）等。

CJ STUDIO/Shichieh Lu

CJ graduated from THCU in 1988 and received an MA from the AA School in London. He worked for Raoul Bunschoten then returned to Taiwan and established CJ STUDIO for interior design, furniture design and commercial product design. He built his own brand in 2003 - shichieh lu, and he launched a series of home product designs the same year. He won many design awards such as the JCD Award in 2005 and 2006, and IFI Award in 2007.



在一個濛濛細雨日子拜訪「誠食餐廳」，陰霾天候讓城市景觀顯得稠濁而混沌，但這間木柵小館，卻藉著暖色調與溫潤木質量體，為濡濕街區抹上一道快活意象。由台灣比菲多集團出資創立的「誠食餐廳」，是間秉持「佐好食材，原味烹調」的餐館，而陸希傑設計下，冗贅裝飾性語彙轉付建築材料表達，餐館裡洋溢一股質樸、猶如風格雜貨小舖的生活韻致。如此自然親切感官薰染，讓空間道道地地渾涵了誠實料理精神。

設計概念

標榜「不煎不炸，誠實料理」的誠食，料理內涵提倡一種健康速食觀點，同時在餐點服務外，櫃台旁另有微型生鮮與創意雜貨的展售，為小館增添淳樸如自家的溫馨氣息。陸希傑談到，「誠食餐廳」餐飲理念相對自然，加上未來預計往連鎖模式營運，因此裝修上，概念在捕捉一種清新田園氣息，輔以日後展店，整體也須賦予系統化與規格化特徵，如中央廚房、櫃台、回收檯這些基礎單元。兼具餐館與速食連鎖特質的誠食，也和尋常餐館較不同地在門前設置櫺窗，讓餐廳動態和產品有個對外布告媒介。

餐廳設計上，依舊保有陸希傑那股為空間「直抒胸臆」的流暢感，同時在垂直水平線場中，再以長拋弧形與傾斜稜線撥動環境韻律，為簡約空間譜寫，創造一股平衡、悠揚而俐落的調變。

材料玩趣

踏入「誠食」店內，鋪展的木質基調總能瞬間擄獲視覺，淺棕色木作游移空間中形構出一道道輪廓線，流露出清爽逸態。陸希傑談到，兩個樓層中，一樓配置點餐櫃檯以及微型生鮮與家用品展售，空間處理相對簡單；二樓則用輕淺的燈光與色彩計劃潤澤空間表情，讓用餐氛圍恬適而放鬆。整體來看，裝修木皮選用寬而疏的大面紋路，讓環境顯見其輕快自然，而幾塊綠、白與深淺褐色，則為空間補繪上一種鮮活大地能量。

縱使身段簡約，但陸希傑卻能從材料性格中玩出變化。從梯間抵達二樓入口，一塊轉折空間牆面迎來餐館商標裝置，其鑽泥板（又稱木絲水泥板，由木頭與水泥聚合成）以草綠色噴漆塗上，“Genuine Foods”字樣與小房子符號則徜徉在鑽泥板的蔥翠中。陸希傑提到，牆面裝置固然是商標設計的詮釋，但藉著鑽泥板獨特的植物纖維感，同時再做上色處理，讓設計能藉著簡單建築材料遞變出生動質地。抑或用餐空間一盞盞吊燈，當其靜謐傳導光源的時刻，凝神窺視才赫然覺察每具廣口型燈罩，皆為戶戶人家廚房裡常見的不銹鋼漏斗。

1. 夜幕中，餐廳泛著溫醇木質溫度，入口斜切的稜線呼應餐館商標。
1 Warm wood texture sends a welcoming sign to the customers

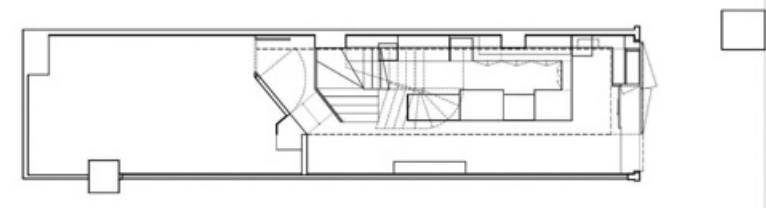
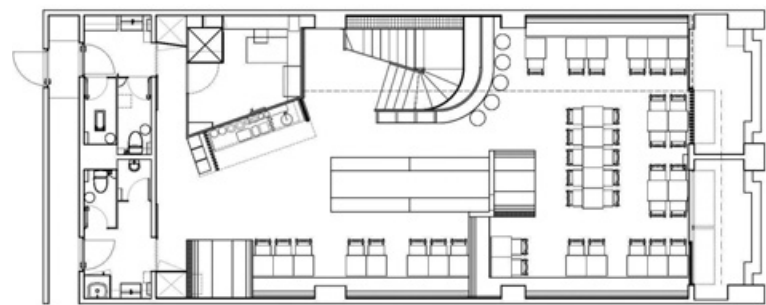
除了在屬性翻攪中重新定義物件活性，燈光設計上，陸希傑則採用大量導光板來擬仿他所意圖的畫面：「一棟建築的切面。」藉著符號論示具體情境。由於導光板具有薄、將點狀光源轉化為面狀光源的特徵，對陸希傑來說，詮釋一扇「透光的窗」頗為妥適。因此陸希傑簡單以色塊處理牆體，隨之再將導光板服貼其上，每逢視野俯瞰，型態則儼然嵌著一口口窗扉的建築切面。事實上，餐廳基地幅型狹長，內部幾無自然光投入，故陸希傑在導光板控制整體氛圍下，還輔以燈箱、軌道燈與吊燈創造光線系統。

捕捉自然意境

「誠食餐廳」另一個核心設計觀點，就是以「建築形式」取代裝飾性語彙。陸希傑表示，為讓料理精神疊映空間肌理，氛圍主題將不離質樸自然，故他捨棄如壁紙等複雜、裝飾性美學，轉用建築材料作風格投遞，代表性地，即為二樓築景牆僅用素白磁磚做質感營造。惟低斂材料取向外，另有建築線條作自然主題的象徵性表述。陸希傑解釋，餐廳環境賦予了弧形、屋型稜線等垂直水平線條外的變化，但目的不在刻意修飾出某種形狀，而是呼應自然界非純然直線的跌宕風貌，藉此捕捉自然意境。

另種建築詮釋，則反映在「量體置入」空間分區手法。二樓平面中央的開放式長排桌椅，能讓魚貫進入的消費者隨興跨著入座，有校園餐廳與美食街的陳設調性，但緊鄰一端則用討喜而靦腆的小屋量體框出四人座位。這樣的設計不僅有效將用餐區引導成一個個連綴的聚落，相互參照，亦無形分立，也是陸希傑口中「創造空間中量體與量體的關係」，同時藉著線條比例的搭配，達到空間效果。採訪 | 劉芝君

2. 平面圖（上為2樓，下為1樓）。3. 櫃檯點餐區旁側，有小型生鮮與創意雜貨的展售空間。4. 一樓梯間，可見回收木皮的大量運用。5. 從一樓端景向外望，店門木作框體呈現斜屋頂線條，趣味而親切。
2. Plan (upper: the second floor; lower: the first floor) 3. Grocery section right besides the ordering counter 4. The staircase on the first floor shows a totally wood surface wrapped space 5. A view from the interior to the exterior with a view of the wood framework



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6. 二樓用餐空間，善用基地長向格局優勢，以長拋弧形塑造流線感。7. 用餐空間中央區域，配置開放式的長條形桌椅，可容納多人恣意入座。8. 餐桌上方一盞盞吊燈，廣口型燈罩為真正漏斗加以創意挪用。9. 為賦予用餐環境開放卻不單調的氛圍，開放長桌旁另置入小型量體，規劃成四人餐桌空間。



6. The second floor dining court extends deep while wrapped by a sentiment curve 7. Two dining sections layouts give customers choices to find a preferred seating area 8. Lighting lamps line up on top of the dining table 9. Dining space for four in the cart seat layout

Genuine Foods is located in the always foggy town of Mucha, on the outskirts of Taipei; it was founded by a healthy drink food group Befidus and marketed under its "natural flavor and healthy diet" slogan.

Design Concept

Genuine Food is not just a street corner restaurant but also offers the freshest ingredient from farmers and all types of eco- friendly groceries. CJ, the designer, and the management group reached a spatial strategy, tailored to the space like a country farmer's shop. But unlike a typical causal farmer's store, the restaurant had to be standardized in every detail and easily replicated for future expansion into chain restaurants. The unique features visible here are a counter table and a media window in the front façade. The design provides a strong message of the chain as a clean, easy going and comfortable community store that welcomes everybody to come in and enjoy good food.

Fun Materials

The restaurant uses mostly wood as the main material; the texture of the wood creates a dominating strip pattern on the surface and directs a perspectival view. The first floor is for grocery display and an ordering counter; the second floor is totally designated for dining. For the embellishment of the dining space and tailored its fresh ambience, the design team uses warm color lighting and adds up several big patches of bright color - green, white and brown. Colors give the space a diversified energy, and where someone can find

a cozy corner and also a space permeated with energy and colors.

On the landing of a staircase, is located a the Genuine Foods' logo, which is constructed of a cut Diacrete board(rustic surface compressed material made of wood scrapes and cement mixture) painted green. In the dining space hang several unique feature lighting fixtures in a funnel shape. The funnel top is taken from a very common kitchen utensil, and the idea of reconstruction builds a fantastic melody and coats the space a meaning of family kitchen and memory.

Lighting is very important in a restaurant in a too narrow site and the lack of natural light in daytime. CJ's team used a large amount of light guiding plates - a LED surface panel that gives the interior many "lightened up windows" as subordinate lighting sources. Some typical artificial lighting sources are also used for rail lights, back-lit lighting panels and fixed lighting.

Natural Sentiment

The space of Genuine Foods reveals CJ's intention to show the difference between interior decoration and interior building design. He firmly refused to use wall paper, decorative bands and other industry furnishing elements in this design as he was more interested in a quasi-architecture solution. Detail design such as the staircase handrail and construction joints create a restaurant different from others. To better accommodate the second floor dining court, the space is divided into two sectors; one is for group customers, the other four members are in cart seats; the layout addresses both efficiency and the way of customers' behaviors.



10. 除了導光板，另有燈箱、軌道燈做輔助性光源。11. 小量體框架成的用餐空間，靜謐柔和。12. 從端景望向中央，小型量體為空間帶來變化樂趣，其斜切稜線呼應商標的斜屋頂。13. 環顧空間，燈光、材質與顏色的不矯飾呈現，實踐了誠實的料理觀點。14. 案中利用導光板做光源與情境調控，宏觀放望，就像建築平面的一扇窗光。
10. Multiple design lighting systems give the space a rich lighting texture 11. Small corner dining space 12. A view of the restaurant's main space to the exterior 13. Nature delight matches the diner's philosophy 14. Light guide panels give a sensible reading to lighten-up windows

建材分析 Material Analysis

1. 本案建材相對簡單。為創造空間自然氛圍，採用回收木皮作為建築材料，至於部份牆面裝修，則以磁磚、油漆來做色彩調變。
 2. 二樓梯間口的餐廳商標，以鑽泥板做噴漆上色處理。鑽泥板獨特木絲纖維，在漆塗草綠色後，質地產生短草坪效果。
 3. 空間以導光板做整體情境控制，再以燈箱、軌道燈、吊燈做輔助光源。
1. Recycled wood was used in great amounts. Other exposed surfaces were covered with paint or tiles
 2. Restaurant logo conveys the restaurant's impression to customers by the use of Diacrete board to imitate turf surface
 3. Light guide board, back-lit box, rail-lighting and lamps were used in the diner as multiple lighting sources

溝通重點 Communication Notes

1. 業主訴求自然風格，卻不希望空間以鄉村風格來詮釋。
 2. 餐廳標榜健康與環保的飲食理念，因此業主也特別在意餐盤、廚餘的回收動作。設計上特別提出回收櫃的機能單元。
 3. 未來餐廳預計朝連鎖模式營運，因此設計必須有系統化與規格化的概念。
1. The restaurant solution was to give customers an impression of natural delight.
 2. The client needed a total solution not just space or a left-over recycled layout, self-help orientation etc.
 3. The restaurant is to be later developed as a chain diner so that every design detail had to be standardized and easily replicated.

