

EROS Hair Styling

設計者 | 石坊空間設計研究 / 郭宗翰
參與者 | 石坊空間設計團隊
攝影者 | Yana Zhezhela / Alek Vatagin
空間性質 | 髮藝空間
坐落位置 | 台灣
主要材料 | 水泥粉光、訂製鐵件、木件噴漆、石材、PVC 地磚、布幔
面積 | 60 坪
設計時間 | 2015 年 11 月至 2016 年 2 月
完工日期 | 2016 年 6 月

Designer | Materiality Design / Stephen Kuo
Design team | Materiality Design
Photographer | Yana Zhezhela / Alek Vatagin
Category | Hair Salon
Location | Taiwan
Materials | cement plaster, custom made cast iron, painted wood, stone, PVC flooring, fabric curtain
Size | 198m²
Design period | November 2015 – February 2016
Completion period | June 2016



藉雕塑擬喻造型工作的敏銳感知及藝術靈魂，
回應品牌特殊定位。

EROS 1988 年創立於台北，以專業、前衛、藝術為精神不斷勵圖精進，樹立了精品髮藝之定位，隨著品牌發展，陸續拓展教育學苑與沙龍旗艦店，以各具特色的店景宣示成長里程及自我期許。此次重理的台北旗艦店，設計師郭宗翰期盼藉由藝術張力精述品牌精神，在空間裡頌揚造型工作精準敏銳的靈魂特質，以及品牌以人為本的溫情核心。

雕塑，頌揚髮藝

郭宗翰指出，縱然 EROS 一再推陳出新，品牌仍不忘恆守精進、創新及以人為本的核心精神，如何結合各項元素，詮釋其在髮藝界的特殊定位是首要課題，因此在這個作品裡，他希望用簡潔直觀的視覺語言概括品牌、造型師的藝術靈魂。郭宗翰認為，造型師具有出眾的觀察力，能簡扼明確突顯主角優點，這份靈魂特質正如雕塑家般細膩而敏感，所以引用雕塑藝術作為象徵語彙，藉以擬喻造型工作必備的敏銳感知，就藝術情感深化髮廊特色。

在這個作品裡，雕塑是喻人之語，也是剪裁空間的手段。玄關，雕塑塊體自接待區向外伸出，與之相應的有櫃台、座椅、天花板等立體造型，自外部探看，這些塊體隨著視覺動態形成遠近層疊，予人一種走入藝作的錯視感。全覽內部，除了立面、櫃身延續雕塑特徵，設計師更用線條、燈光深刻空間摺痕，這些溝線、燈帶有如紋飾般走佈其中，在玻璃或鏡材反映下，時而突顯其雕紋效果，時而交錯著光束節奏，成了一種隱而顯見的動態變化。回歸到機能面，燈光編佈也有著實際考量。郭宗翰談到，髮妝空間尤其在意光照均衡立體、沒有死角，方便造型師鉅細靡遺檢視作品，進行必要微調。由於空間受限於樓板高度，也考量進深層次鋪排，所以刻意減少主燈，將燈帶分佈於廊道、梯間、天花板、櫃架，並蓄照明與裝飾功能，造型區則增設燈鏡、背燈作為輔助道具。為了避免造型區佈燈零散，選擇用黑鐵鑄造展翅外型，或是採用浮雕燈盒，讓燈排貫穿天花板脊線，瑩透燈板透出柔光，更加突顯髮妝細節，效果立體且柔和。

Stephen Kuo



石坊空間設計研究 | 事務所 / 郭宗翰
2002- 迄今 | 石坊空間設計研究 | 設計總監
2005-2011 | 實踐大學 | 設計學院講師
2000-2002 | 香港商穆氏設計 | 設計師
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Materiality Design / Stephen Kuo
2002-Present Time | Materiality Design / Director
2005-2011 | Shih-Chien University, College of Design / Lecturer
2000-2002 | M. Moser Associates, Hong Kong / Designer
1999-2000 | MA in Architecture & Interior Design / University of North London
1995-1999 | BA in Interior & Spatial Design / University of the Arts London
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1. 外觀。雕塑塊體隨著行人的視覺動態，組變成豐富畫面。
1. Exterior view, sculptural volumes compose an interesting visual effect



2. 雕塑塊體自接待區向外伸出，與之相應的櫃台、座椅、天花板等立體造型，彼此層層構景，予人一種走入藝術的錯視感。3. 使用黑色鐵件鑄造燈具，將LED 包覆其中，讓光線暈柔散放。4. 接待區，在經典的黑白色系布局下，突顯立體雕塑效果。



2. Extruded three dimensional volume corresponds to the various elements in space 3. Custom made black cast iron fixture with LED light 4. Reception area, with classic black and white background

色彩，回歸純簡

回顧 EROS 歷來變化，不難發現它始終以創新姿態跨越成長里程，然而，創新構念難以設限，作為靈感匯聚、實踐的發生地，又該怎麼合宜相襯？這座空間不同於髮藝創作的華麗奔放，整體設色反而趨向純簡素樸，以黑、灰作為背景，對比散布其中的純白雕塑塊體，再搭配傳統木色地板，從樸素的傳統選材到昂揚的雕塑造型，無不暗喻了髮妝工作自紮根傳承至精進不止的職人生涯。

郭宗翰表示，雕塑線條已經明示髮藝的多變與藝術性，因此空間設色回歸清爽，利用無色系與木色襯托髮品，迴避華麗喧囂予人的距離感。全作以淨白、冷灰、墨黑、暖木等四種色彩調配層次，這些色彩也各具意涵：白色提醒回歸初心、灰色闡述都會時尚、黑色展現洗練自信、木色意喻傳承不息。因應場域分工與樓層變化，用色比例也作了輕重調配，讓開放式空間因色塊輔助而有明確界域，也因彼此的一致性元素得以和諧並陳。此外，淨色背景更能充份襯托顧客，回歸到品牌以人為本的核心關懷，正如郭宗翰所指：在這座空間裡，顧客才是主角，空間講究設計美感也必需低調沉穩、不與人爭峰，才不會模糊了以人為本的核心價值，在溫度與情感的包裝下，以一種前衛但不失親和的姿態展現自信。採訪 | 劉蕙蘋

EROS was founded in Taipei in 1988, with a consistent progressive and avant-garde spirit that has helped establish the brand as a professional hair salon with a great reputation in the market. With the continue growth of the company, this expanded education center and flagship store all carry on the brand name characteristics and reputations.

For the main concept of the Taipei flagship store Mr. Kuo's plan was to express the artistic spirit of the brand name, to celebrate the Stylist precision characteristics, as well as the customer-oriented warmth of the company core beliefs.



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5. 運用雕塑語彙與多樣素材層疊搭配，豐富開放空間的進深層次。6.VIP室，延續雕塑概念，利用黑白對比經營深邃感。7. 細部。燈鏡與燈帶兼備照明、裝飾功能。8. 雜誌牆，並具收納、展示與隔間功能。9. 洗髮區，水泥粉光為主的純色空間，除了實際的清理考量，樸素沉穩色調也能予人安心感。
5. Sculptural vocabulary with various materials that enrich the open space 6. View of VIP room, black and white contrast to create space depth 7. Back lit mirror fixture detail 8. Magazine wall with storage and display function 9. Hair washing area, simple plaster wall for relaxation and easy cleaning

Sculpture, Praise the Art

Kuo specifically pointed out that interpreting the EROS spirit and reputation was the primary task for the design. His plan was to use an intuitive visual language to summarize the brand and stylists' artistic talents. The hair stylist has superior observation and sensibility to highlight the features of a patron. The sensitivity is similar to that of a sculptor. Therefore, the use of sculptural quality as a spatial vocabulary symbolizes the salon artistic features.

In this project, sculpture is more than a metaphor it also the means of tailoring space. The sculpture blocks at the entrance form the reception area, corresponding to counters, seats, ceilings which shape the three-dimensional visual dynamics. In addition to the sculpted elevations, the designer manipulated the linear elements and lighting to create deep spatial creases throughout the space. The reflected image staggers with the light beam to compose dynamic changes.

Back to functional practicality, Kuo talked about the lighting design in the salon space as particularly important as a balanced ambience was required to facilitate the stylist doing the necessary fine-tuned detail work. The lighting scheme deliberately reduced the main lights in the space. General lighting is distributed in corridors, ceilings, cabinets with decorative function. As back lighting at the styling section, where custom made black iron fixture boxes organize the light source, turning the direct light into soft indirect light for the space.



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10. B1 · 用色純簡、講求對比，搭配結構感十足的細部造型，詮釋髮藝空間獨特性。11. B1 · 將燈盒嵌於天花板造型之中，俐落鋪陳照明輔助。12. 平面圖。
10. B1 level, with simple color contrast unique salon space 11. B1 level, recessed light fixture 12. Plan

Color, Back to Purity

One can clearly see the innovative attitude in the growing mileage of the EROS. However, it is difficult to set the limits of innovation, therefore what will be a compatible space design in the place of inspiration and innovation?

Different from other fancy ornate salon spaces, the color scheme of this project is simple and subtle. With black and gray as backdrop in contrast to the white sculptural blocks throughout space, this is then paired with a wood color floor finish. From simple traditional materials to profound sculptural forms, the metaphor of the inheritance is rooted to a complex career.

The designer pointed out that the sculptural spatial quality represents the artistic aspect of hair styling so it was important to tune down the color scheme by using non-color tone as a background to avoid a sense of distance. The entire project is composed of clean white, cool gray, ink black and warm wood color. White is a reminder about the basic principles, gray



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represents fashion, black signifies self-confidence, and the wood color analogizes generational continuity. Depending on the nature of the work zone separation or level changes, minor color proportional adjustment occurs. But the overall harmony is maintained and balanced with the consistency of design elements throughout the project.

In addition, the net color background can be more comprehensive to customers who return to the brand-based core care,

As Stephen Kuo said: within this space, the customer is the protagonist, spatial aesthetic must remain calm and low key so as to not overpower the customer-oriented core values of the organization. With compassion and warmth this design expresses an avant-garde confidence.

建材分析 Material Analysis

1. 水泥粉光：能著隨時光累積變化質感，為素雅空間加註變化表情。2. 訂製鐵件：門框與燈具的造型、結構。3. 布幔：軟性隔間材料，彈性遮飾包廂，保留內部隱私。

1. Cement Plaster, rich plaster texture enhances the appearance in space 2. Cast iron custom made door frames and light fixtures 3. Fabric curtain used as a soft partition, with space flexibility also maintaining privacy

溝通重點 Communication Note

1. 因應各種髮妝造型的工作時間，樓層功能需適度分化，在開放空間的前提下，明確各區界域，同時讓工作動線效率化。2. 除了秉承品牌精進、創新和以人為本等精神，也必需懷抱新鮮視野，締造一脈相連且各具特色的空間，展現獨特性。3. 照明效果要能突顯髮妝細節，烘托創作成果。4. 必需規劃髮品展示櫃、造型工具的收納空間。

1. In respect to the various hair styling working times and duration, functional separation between levels needed to be considered. Efficient work flow circulation within the open floor plan was key. 2. Expand the brand name spirit and core values, at the same time embrace a fresh vision to create unique spaces 3. Lighting design needed to highlight the hair styling details. 4. Design must include hair product display case and stylist tool storage space.