

ATT 4 FUN

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ATT 4 FUN主題概念商場座落於臺北市信義商圈，以吃、喝、玩、樂結合時尚購物。名稱4來自於FOR的諧音，代表了品牌企圖以時尚、美食、娛樂、文創等四大元素，為年輕世代打造全方位的娛樂生活。

設計概念

本案位於臺北市百貨商場稠密的菁華地段，有別於傳統百貨側重購物消費經營的模式，ATT 4 FUN企圖以時尚、美食、娛樂、文創四者份量相當的比重產生交互影響，滿足當代年輕族群多樣化的娛樂需求，並在商場林立的环境裡樹立鮮明的品牌特色。

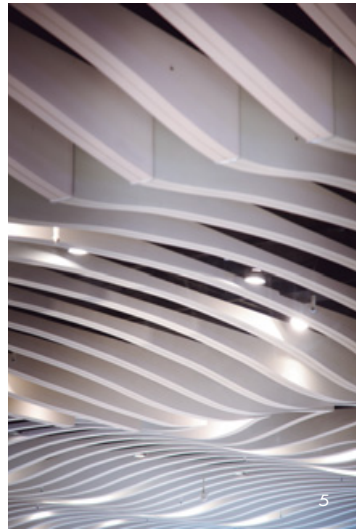
設計師將建築的四個方位都視為正面，在商業布局上賦予各自主要功能，藉由不同角色的加乘效益，為商場帶來川流不息的人潮。建築東面與電影城為鄰，也是高樓層夜店、餐廳的主要入口，設置獨立梯廳直達高樓層，消化夜間人潮。南面面向臺北101與世貿中心，規劃輕食外帶櫃位並加設戶外座位，滿足上班族的餐食需求，提升整體坪效。西面則鄰接公園，增拓戶外活動場地並結合環境地景，突顯都市生活悠閒的一面。北面對街以金融機構為主，規劃大型櫥窗吸引人潮流入。

ATT 4 FUN在經營策略上，零售比例佔五成，重視餐飲、複合式娛樂與多功能，各樓層均滲透餐飲規劃。商場B3與B2為停車場，B1至5樓是百貨商場，6樓為主題餐廳，7、8樓文創立方SHOW BOX為挑高的展演空間。設計上特別重視感官享受，表達品牌全方面娛樂的特色，將原建築外牆的透光性遮去，在封閉的商場內經營多層次的人造光源，為視覺上帶來豐富的光影感受。商場的音場效果也經由精心規劃，採用BOSE音響呈現樂曲的重低音魅力，在開放式天花板規劃複雜的空隙，這些小陷阱讓聲音只進不出，有效的去除雜音干擾，帶來更純粹且舒適的聆聽情境。全案解放了材料的傳統用法，以重新思考、分割、編碼，以及幽默化的錯用手法展現素料新貌，呼應了品牌年輕創意的特色。

由於品牌講求流行與多變化，因此各樓層均設定了清晰的主題形象。在平面布局上，每一樓層以中島區為軸心，此區天花板造型刻意降低，塑造出吸睛亮點，樓層動線從這個軸心作放射狀向四週延伸，發展成網面般的環繞動線。商場動線刻意安排多處小轉折，讓消費者在行走時儘可能接觸豐富的櫃位端景或櫥窗陳列，輕鬆吸收流行資訊。

1-4. B1，運用鑽泥板與不鏽鋼拼出立體格紋，不鏽鋼鋪面由疏至密的漸層編排，產生像素化的視覺效果，從不同角度觀看均有立體感受。
1-4. B1st floor: 3D illusion appears on the ceiling, which is crafted by rustic and reflective materials





天花板造型與樓層動線也彼此呼應，確立鮮明的樓層風格，這些造型以黑底襯托，利用凸凹的虛實輪廓變化，區別出樓面的中心與環圍，深淺不一的紋路在同中有異、異中相連的遊戲規則裡整合性的襯托商品，當消費者身處於資訊豐富的環境裡，仍可依循清晰的路徑方向進行賞覽。

B1：複合餐飲、服飾的樓層，運用鑲泥板與不鏽鋼拼接出立體格紋，不鏽鋼鋪面由疏至密的漸層編排，產生像素化的視覺效果，從不同角度觀看均有特別的立體感受。

1樓：天花板使用白色的波動曲線呼應樓層動線交織，內外人流穿梭的特色。

2樓：以空橋與臺北101、電影城相連，被視為另一座地面層，中島區雙側的迴形動線引領消費者遊賞林立的店中店，天花板採用了白色金屬烤漆的雙環結構呼應女性商品的柔性特色，環狀線條亦輔助暗示動線方向。

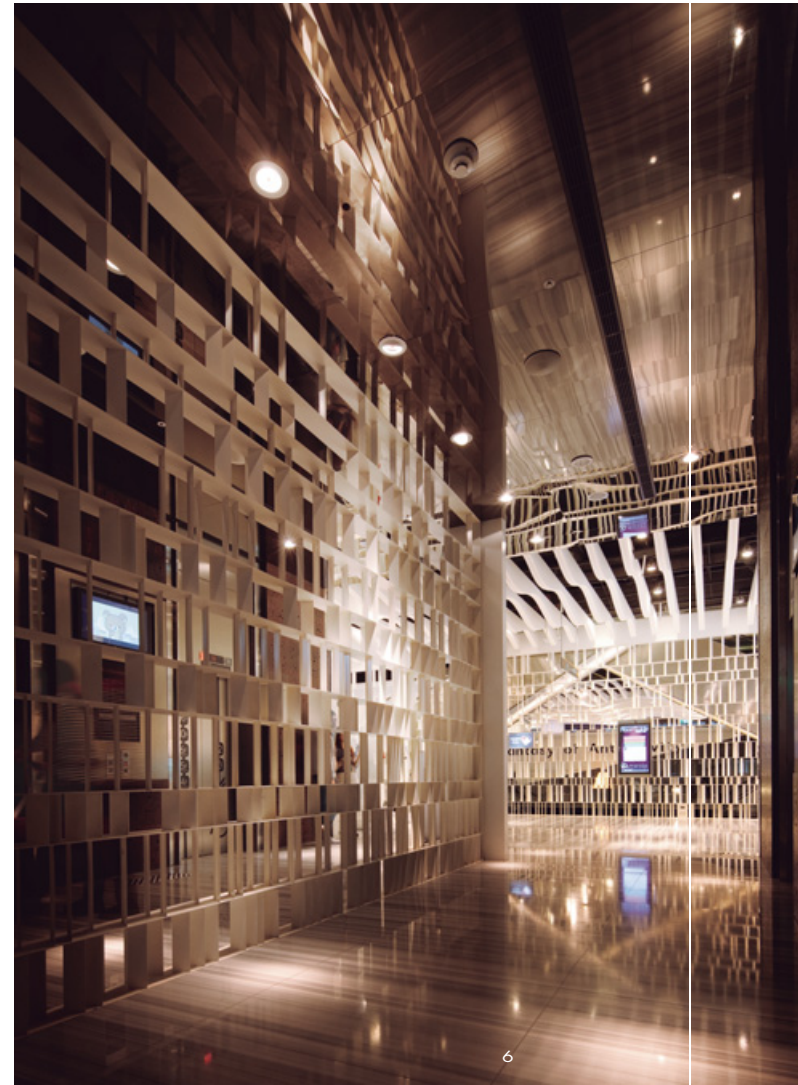
3樓：品牌櫃位消費年齡層較低，以波卡點作為設計構想，大量的凸透小圓鏡編排成花朵造型，在淡紫色背景襯托下，突顯其閃亮炫漾的光點。

4樓：中性潮牌，特意調暗燈光，天花板採用墨黑的藝術線板作人字紋交錯，立面配以灰色磚牆，經營街頭嘻哈的酷味。

5樓：販售生活雜貨、飾品，將中島區擴大，天花板造型為描繪地景的等高線圖，將視覺連結至環圍走道。

6樓：公共廳區天花板用矩陣秩序吊掛方塊燈，作為SHOW BOX展演空間的序曲。

手扶梯位於平面中段，垂直連貫樓層，設計師透過立面造型與櫥窗瀑布打造豐富的過場風景。手扶梯區特意挑空讓消費者視覺得以綜觀至各樓層的櫥窗，梯旁分別以造型各具的立面呼應樓層特色，並裝置電子看板宣傳品牌活動。各樓層均保留創作櫥窗作為文創作品展示平臺，讓年輕新秀有展現才華的窗口。設計師並將廁所融入設計元素，把傳統的男女符號誇張化，利用尺寸、色彩在各樓層進行轉換，並配以風格各具的男女廁空間，讓消費者在商場的任一角落都可以感受到創意驚喜。採訪：劉蕙蘋



5-9. 1樓，天花板使用白色的波動曲線呼應樓層動線交織，內外人流穿梭的特色。地面鋪設千層玉以呼應天花板的造型紋路，手扶梯的立面是一座多功能展示架，提供業者彈性運用。
5-9. 1st floor: Waving pattern ceiling extends further to the escalator lobby. The floor is paved with jade color stone panel matching well to the ceiling pattern

主要材料

- B1: 鑽泥板、鏡面不鏽鋼、茶玻、黑鐵烤漆、半拋光磚、墨鏡
- 1F: 千層玉天然石材、造型美耐板、鑄蝕沖孔鐵板、黑鐵烤漆、鏡面不鏽鋼
- 2F: 米黃石、星鑽黑人造石材、墨鏡、輸送網、清玻璃、黑鐵烤漆
- 3F: 凸鏡、黑鐵烤漆、沖孔鐵板烤漆、星鑽灰人造石材、明鏡、清玻璃
- 4F: 發泡線板、文化石、茶鏡、黑鐵鑄蝕烤漆、環氧樹脂、清玻璃
- 5F: 黃鏡、黃玻、壓克力、FRP、PVC、明鏡、人造草皮、清玻璃
- 6F: 半拋地磚、黑鐵、茶玻、數位海報輸出、壓克力、墨鏡、銀白龍天然石材、鏡面不鏽鋼
- 7F、8F: 鑽泥板、塑膠地磚

Materials

- B1: rustic surface panel, mirror stainless panel, tea color glass, painted metal member, half polished tile, black mirror
- 1st floor: natural layering stone, laminated board, perforated metal board, painted black metal member, mirror stainless panel
- 2nd floor: beige color stone, black color artificial stone, lack mirror, convey belt, glass, painted black metal member
- 3rd floor: convex mirror, painted black metal member, perforated metal board, black-and-gray color artificial stone, mirror, glass
- 4th floor: plastic molding panel, Wen-Hwa stone, tea color mirror, painted black metal member, Epoxy, glass
- 5th floor: yellow mirror, yellow glass, acrylic piece, FRP, PVC, mirror, artificial lawn, glass
- 6th floor: half polished tile, black metal, tea color glass, print-out sheet, acrylic piece, black mirror, silver color stone, mirror stainless panel
- 7th, 8th floors: rustic surface panel, plastic tiles

10-13. 2樓，天花板採用白色金屬烤漆的雙環結構呼應女性商品的柔性感，環狀線條亦輔助動線引導。手扶梯立面為半穿透的輸送網，地面以深色勾線呼應天花板的環狀造型。
10-13. 2nd floor: Curving profile in the ceiling panel treatment indicates that the floor is dedicated to females. Floor pattern builds a dialogue with the ceiling formation



14-17. 3樓，以大量的凸透鏡編排成花朵造型，在淡紫色背景襯托下，突顯其閃亮炫漾的光點。梯旁立面主題是花樣衣櫥。
14-17. 3rd floor: Flower pattern, built of convex mirror, and back lit by violet color proliferates out onto the floor.



18-21. 4樓，為特意調暗燈光，天花板採用墨黑的藝術線板作人字紋交錯，線板斷面飾以螢光漆，立面配搭灰色磚牆，經營街頭嘻哈的酷味。線板元素在梯廳區作旋轉拼接，中心鋪設茶鏡，讓虛實空間相互借景。
18-21. 4th floor: Herring-bone pattern ceiling pattern and florescent molding join to form an unusual interior mood. The central meeting point covered with tea color mirror and shows an illusive view mixing transient light and fixed elements.

Located in Taipei premier shopping Sin-Yi District, "ATT 4 FUN" is the latest fun mall in the city. The number "4" is homophonic for "for", which signifies that the mall belongs to everyone who looks for good food, fashion, entertainment and culture inspiration.

Design Concept

ATT 4 FUN is different from traditional shopping halls; it mostly targets young customers and the content is mostly desired as a form of brand warship. The mall offers the best fashion, food, entertainment and creative products, and welcomes everybody to have fun.

The site of ATT 4 FUN is in a pivoting joint surrounded by mature commercial complexes. At its east, it joins with an existing movie center; the plan offers a convenient joint entrance that quickly links to ATT's food malls and many independent restaurants on high floors. The south side faces Taipei 101, and the layout offers many outdoor seating areas that allow office workers to enjoy their breakfast here. Its west side has a great view of its neighboring green park, and its north faces a busy street bustling with banking institutions. At the north street front there appears a super huge show window that waves their content to pedestrians.

ATT 4 FUN's business strategy is divided into 50% retailing, with others being food, and flexible entertainment. The most unique part is that each floor offers food service rather being grouped in a grand food court.

From B1 floor to the fifth are all retailing space; the sixth are theme restaurants, and the 7th and 8th floors are dedicated to creative products with a double floor space for temporary displays or performances.

The existing building introduces light into the interior was no longer acceptable; rather the design was aimed to use artificial light cleverly to create an internal self-contained environment. Light and sound are two crucial elements; every detailed design and material used in the public zones tries to offer its customers comfortable listening quality. The color and lighting is fantastic and hopes to fit into the taste of the younger generation. Each floor is different in color and topic, but each floor has a precise visual and orientation center zone. In this zone, the ceiling height is intentionally reduced to attract visual attention completely focused inward. From this zone, there are several paths radiating out into a network and eventually ends in the central zone. The rich orientation system is to create meeting joints where a vista-inducing window will enhance the commercial value significantly.

The ceiling panel design was paid particular attention; it is an important element to give orientation hints of the floor plan; the profile distinguishes the different zones between the center's meeting point or retail space. It is believed that customers can clearly orient themselves by just looking upward to check the ceiling formation and color. B 1 floor: complex dinners and outfit retails are intertwined. Rustic and stainless panels are joined on the ceiling in a clever way; it even gives an illusion as if they protrude or recess from the flat surface of the material.

1st floor: Waving ceiling panels signifies flowing prosperousness and fortune

2nd floor: The floor has an air bridge linking to a movie center and Taipei 101. The level is treated as a second entrance. A central space marks a looping orientation that forks to penetrate deep into the retail stores. An interesting curvature design on ceiling gives hints to customers that this floor is dedicated to females and their need.



22

建材分析 Material Analysis

鑽泥板、鏡面不鏽鋼、造型美耐板、凸鏡、發泡線板，擺脫材料的傳統用法，以重新思考、分割、編碼並幽默化的錯用手法展現材料新貌，呼應了品牌年輕創意的特色。

Rustic panel, mirror stainless, formed laminated board, convex mirror, formed plastic panels are not typical materials in a shopping mall, but the rich use of materials create spaces to attract the younger generation.

溝通重點 Communication Note

1. 需表現時尚、美食、娛樂、文創等四大元素，樹立品牌的鮮明個性。2. 建築的四個方位都有主要功能，有效的吸引、消化人潮。3. 重視五感享受表達品牌全方位娛樂的特色。

1. The mall anchors four elements: fashion, food, entertainment and creative products. 2. The building outlook and its interior has to be highlighted even in the most competitive shopping zone 3. Using sensuous touch to promote its spatial interest and promote its retail mission

22-26. 5樓，天花板造型為描繪地景的等高線圖，將視覺連結至環圍走道。該樓層設有客服中心，呈現咖啡吧的意象，讓消費者能輕鬆的在此諮詢或休憩。27. 1樓平面規劃與天花板設計圖。28. 2樓平面規劃與天花板設計圖。29. 3樓平面規劃與天花板設計圖。30. 4樓平面規劃與天花板設計圖。31. 5樓平面規劃與天花板設計圖。32. 6樓平面規劃與天花板設計圖。

22-26. 5th floor: Ceiling shows a geographic contour line. Customer service center is situated in a zone like a street café

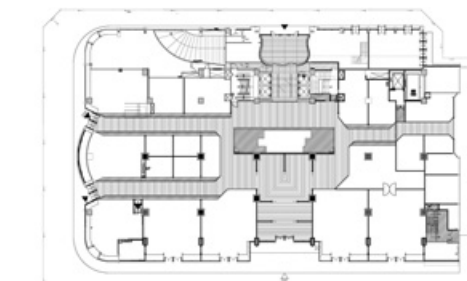
27. 1st floor ceiling design and layout plan 28. 2nd floor ceiling design and layout plan 29. 3rd floor ceiling design and layout plan 30. 4th floor ceiling design and layout plan 31. 5th floor ceiling design and layout plan 32. 6th floor ceiling design and layout plan



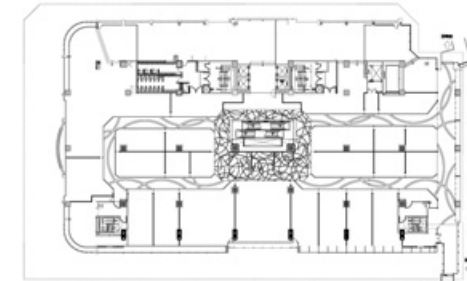
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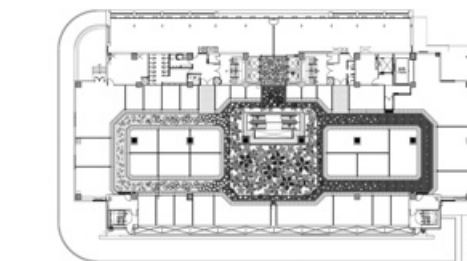
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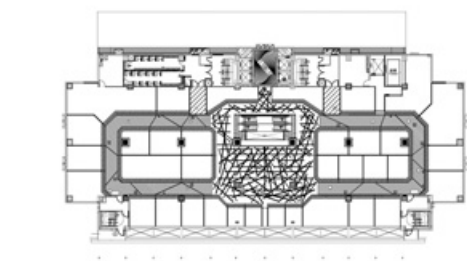
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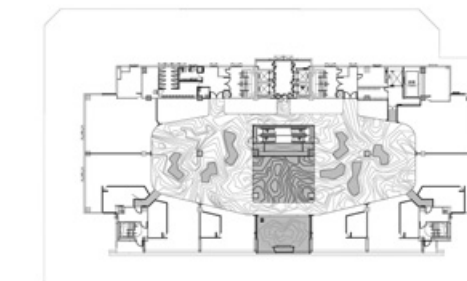
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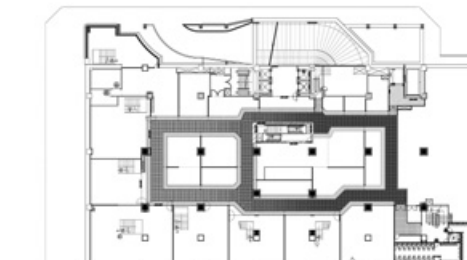
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33. 挑高的大展演廳，規劃精密的燈光音響設備，可作為演唱會場地。34. 通往展演廳的梯間，立面使用大量的條碼語彙編組成強烈的視覺效果。35. 6樓，公共廳區天花板用矩陣秩序吊掛方塊燈，作為SHOW BOX 展演空間的序曲。36. 小展演廳能作為靜態展示或小型活動場地。37. 手扶梯旁提供裝置展示平臺，展出設計新秀的作品。38. 手扶梯區挑空，讓消費者可以綜觀各樓層的櫥窗。

33. SHOW BOX Space and its facility 34. A staircase leading toward the SHOW BOX - barcode like lighting bands form a strong visual impression 35. 6th floor: SHOW BOX Space - a space offering performances or displays 36. Exhibition hall 37. Escalator and showroom window fencing around 38. Open-cut zone allows easy wondering to display windows



34



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37



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3rd floor: The floor is for high fashion brand retailing targeted on the young generation. This floor is full of vivid flower signs. Back lit by violet color, the glass craft flowers shine their colors like diamonds or stars.

4th floor: no-gender high-fashion brands composed mostly on the detailing stores in the floor. Dark color herring-bone pattern ceiling and gray color bricks give the floor a mature but humorous outlook.

5th floor: the floor is full of small retail stores for accessories and daily needs. Ceiling pattern is like geographical contour line and its lowest position is joined at the center meeting point.

6th floor: Ceiling pattern shows a matrix pattern with square lighting fixtures hanging from the top. The space is used for a small theater or showroom display. The escalator is located in the central position of the plan. Customers at the moment of going up or down enjoy many surprising window shows, some are electric moving messages and some are artistic layout spaces of the showroom.

Even the most unnoticed section of the mall is tailored by artistic hands. Interesting lavatory signs and other directional signs offer everyone not just fun for shopping but also fun in artistic inspiration.

業態概述&空間條件

空間名稱	ATT 4 FUN
空間性質	娛樂型旗艦商場
商圍環境	百貨商場林立
主要客群	年輕族群
空間架構 &特色	將建築的四個方位都視為正面，賦予各自的主要功能。將原建築外牆的透光性遮去，在封閉的商場內經營多層次的人工光源，為視覺上帶來豐富的光影感受。各樓層均設定了清晰的主題形象，樓面以中島區為軸心，動線從軸心作放射狀的向四週延伸，天花板造型與動線也相互呼應，表達鮮明的樓層個性。

company profile and spatial demand

Name	ATT 4 FUN
Spatial Type	Entertainment and Retail Mall
Surrounding	Business zone
Business zone	Customer type
Customer type	Young generation
Spatial Significance	1 Four entrances to accept customers from each direction to enter. 2 Using internal and artificial lighting to create a fantastic and sensuous retailing space. 3 Interior layout shows a central meeting zone as a pivot space and webbed network radiating out from the central zone. 4 Ceiling formation gives the clearest hints of the retailing types

39-44. 將傳統的男女符號誇張化，並配以風格各具的男女廁空間作為商場的另一特色。45. 把B2客服中心燈具化，利用紫光點明所在位置。46. B3梯廳以城市夜景作為主題。
39-44. Sign designs in lavatory 45. B2 floor customer service center and its lighting quality 46. B3 elevator lobby shows city night view

