

# Rongbaozhai Coffee Bookstore

## 榮寶齋咖啡書屋

設計者」建築營設計工作室 / 韓文強  
參與者」楊濱林 黃濤 李雲濤  
攝影者」王寧  
空間性質」咖啡廳 + 書店  
坐落位置」中國北京  
主要材料」鐵板、調光玻璃、橡木地板  
面積」89 坪  
設計時間」2015 年 1 月至 2 月  
施工時間」2015 年 3 月至 6 月

Designer」 ARCHSTUDIO / Han Wen-Qiang  
Participants」 Yang Bin-Lin, Huang Tao, Li Yun-Tao  
Photographer」 Wang Ning  
Category」 Coffee + Bookstore  
Location」 Beijing, China  
Materials」 steel panel, switchable glass, wood flooring  
Size」 293m<sup>2</sup>  
Design period」 January-February 2015  
Construction period」 March-June 2015

建築營設計工作室 / 韓文強

建築營設計工作室 創始人 & 主持建築師  
韓文強，出生於中國遼寧大連，中央美院建築學院室內教研室講師，中央美院建築學院碩士。2010 年創立建築營設計工作室（ARCHSTUDIO），擔任主持建築師，結合教學研究展開多樣的創作和實踐。主要作品包括多個文化藝術展示空間、榮寶齋總店及其在全國各門店、北京四合院胡同住宅等。

ARCHSTUDIO / Han Wen-Qiang

Founder and Principal Architect of ARCHSTUDIO  
Han Wen-Qiang was born in Dalian, Liaoning, China. He received a Master's degree in Architectural Design and Theory from School of Architecture of CAFA (China Central Academy of Fine Arts), and he is now a lecturer in Interior Design Research Section there. He founded ARCHSTUDIO in 2010 and he is acting as the Principal Architect. Combining with his teaching and researches, he has explored varied creations and practices.  
His major works include s series of culture and art exhibition spaces, Rongbaozhai Head store and its branch stores across the country, and Beijing's Siheyuan and Hutong Residences, etc.

Han Wen-Qiang



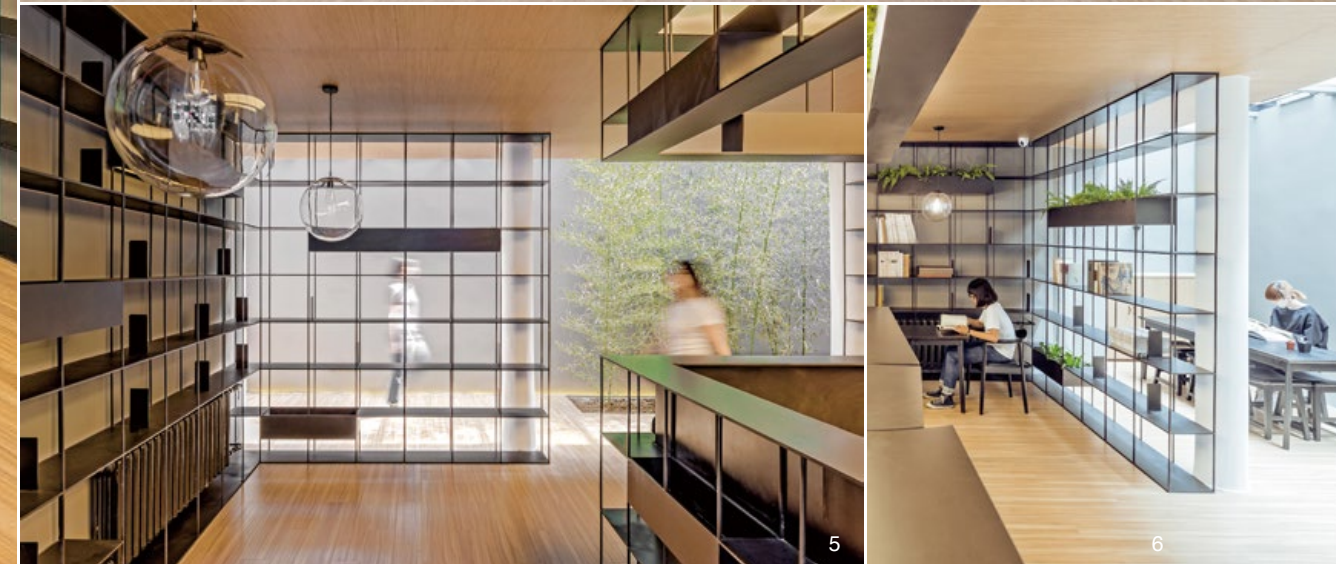
「榮寶齋咖啡書屋」位於北京知名的琉璃廠古文化街街口，原本是一家經營中國書畫出版物與古籍圖書的書店，店面是在上世紀 80 年代由政府統一興建的鋼混仿古建筑，全案總面積約 91 坪，共有地上二層，地下一層。身處資訊時代，傳統書店的單一營運模式已經無法吸引讀者，如何因應時代所需，對傳統書店進行升級，是當今每一位書店經營者必需思量的課題。「榮寶齋咖啡書屋」企圖跳脫傳統書店窠臼，嘗試將書屋與咖啡廳進行業態混合，以複合式經營內容與多樣化體驗吸引讀者參與，伴隨著一杯濃香的咖啡，讓人與人、人與書、人與自然交流對話，營造慢節奏的輕鬆、舒適閱讀環境。

為了改變傳統書店粗重、刻板的形象，新的設計利用通透、輕盈的鐵製書架整合功能、交通、設備與照明，並納入植物盒功能置放綠色植栽，使得新的內部空間介面更加連續開放和富於生機。基於建築原有的柱網，室內呈現出環狀的空間結構：將中央區域規劃為島式空間，周邊以鐵製書架牆體圍繞。一樓中心島作為收銀台與咖啡操作台；二樓由調光玻璃圍合成一座發光的盒子作為會議室，會議室使用調光玻璃作為輕隔間，藉其可改變透明狀態的素材特質，提高會議室使用靈活性。中心島通過軟膜天花板形成均勻的整體照明，宛如室內的空中燈籠帶來柔和光照，而咖啡座則圍繞此一中心散佈於周邊。

鐵製書架採用 1 公分 x 1 公分的實心鐵條作為豎向支撐，1 公分 x 30 公分的鐵板作為層板，利用鐳射切割裁切掉每層立柱的切口，之後由下至上依次焊接完成。穿插於鐵質書架之間的植物既能讓讀者感受到自然，同時可以有效調節室內微氣候。植物盒底部安裝 LED 燈帶，能為閱讀提供間接照明。室內植物主要選擇喜陰的蕨類植物，高處的植物盒裡佈置了攀緣灌木。而香草類的薄荷，碰碰香等小型植物則放置在窗前及咖啡桌上。「榮寶齋咖啡書屋」成為人們在琉璃廠逛街購物之餘一處新的休閒之所，安坐其間，咖啡、書籍、植物與人和諧共處，室內弱化成一個環境背景，成為激發人的體驗和感受的場所。

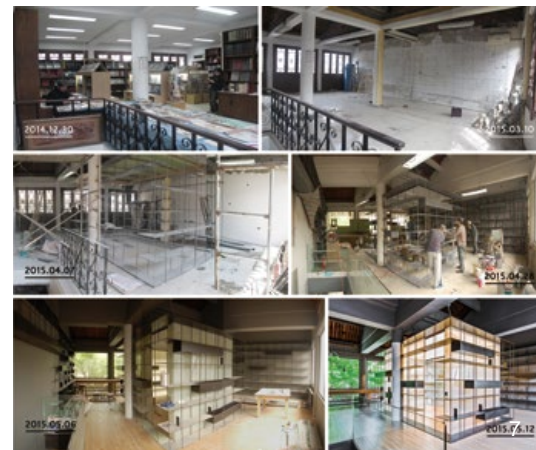
文」韓文強 編輯」劉蕙蘋

1. 書店外觀。位於古韻濃郁的北京琉璃廠園區街口。2. 書店舊況，景貌厚重且傳統。  
1. The bookstore is situated in a corner of the Liulichang Culture Street 2. Existing view of the bookstore

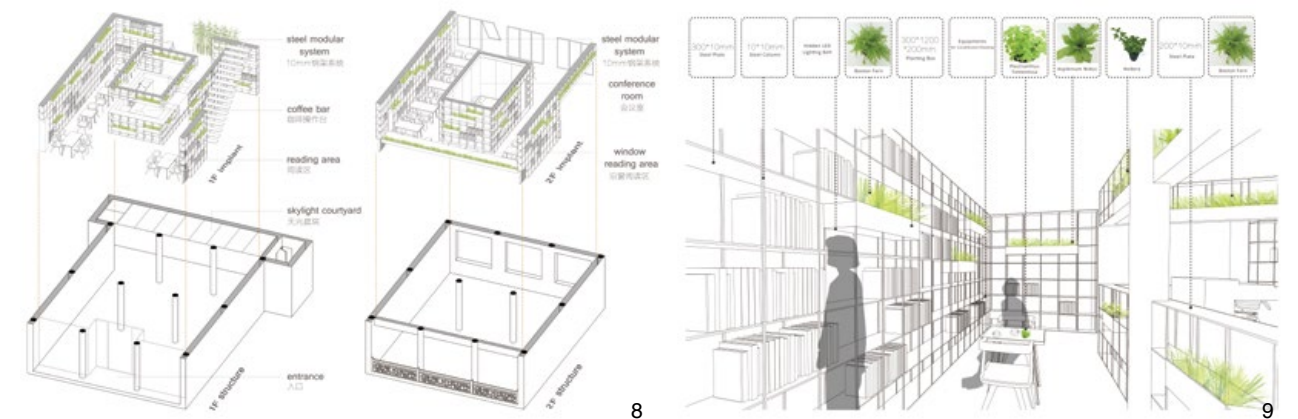


3. 一樓。中央區域的多功能島台，周邊以鐵製書架環繞。4. 一樓。腹地中央採用軟膜天花板，令光照溫和的灑落空間。5. 一樓。利用鐵製書架作為輕隔間，藉其鏤空特色令視線延伸至鄰區動態。6. 一樓。藏身於書架後方的閱讀空間，明亮且寧靜。7. 改造過程。8. 3D 模擬圖。9. 植物盒與植栽規劃。

3. The first floor: metal framed bookshelves fully surround the space 4. The first floor: Soft membrane is used to cover the roof 5. The first floor: metal bookshelves allow visual penetration 6. The first floor: reading corner is hidden behind bookshelves 7. Renovation work underway 8. 3D computer graphic 9. Planter boxes and layout plan



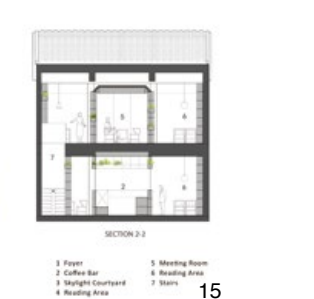
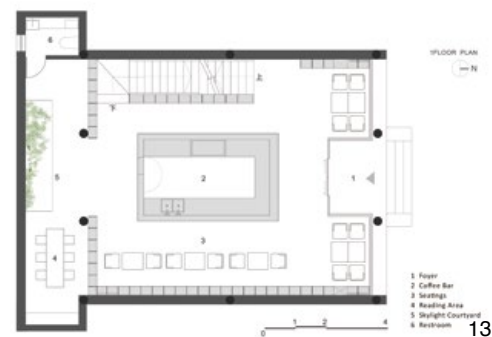
The project is located in a well-known street in Beijing called Liulichang, which originally was a book store and selling Chinese painting, calligraphy publications, and ancient books. This book store was a pseudo-classic architecture, and was built in the 80s century by the government unified construction. The book store was a two story building with a basement. The total construction area is about 300 square meters. In today's information era, the single mode of previous bookstores cannot attract readers any more. How to upgrade traditional bookstores is a problem that each bookstore operator thinks about. Rongbaozhai (studio of glorious treasures) coffee bookstore is trying to mix bookstore with coffee house and attract more readers with its compound management model and diversified experiences. Accompanied by a cup of fragrant coffee, people communicate with others, books and nature, creating a relaxing and comfortable reading environment with slow rhythm.





10. 一樓。書架設有植物盒，令規整的矩線分割顯得活潑。11. 一樓。金屬書架錯落各種植栽，將閱讀、咖啡與自然共融一室。12. 一樓。書架細部，將陳列書籍、樓梯護欄、植物盒等功能納入其中。13. 一樓平面圖。14. 二樓平面圖。15. 剖面圖。

10. The first floor: planter boxes are spotlights of the bookshelves 11. The first floor: planter boxes inserted into the bookshelves to add greenery to the space 12. The first floor: detail design of the bookshelves 13. The first floor plan 14. The second floor plan 15. Section



### 建材分析 Material Analysis

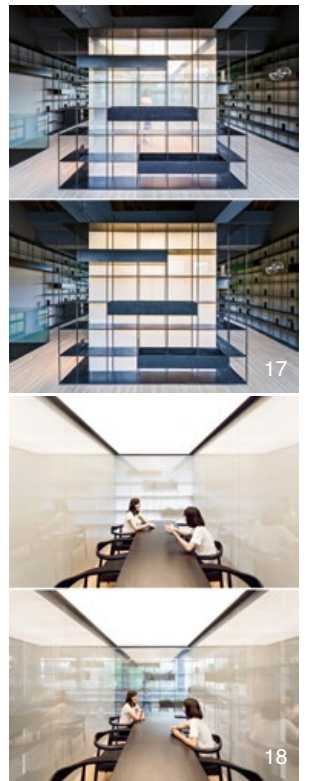
1. 鐵製書架：由實心鐵條與鐵板交織而成，植物盒穿插於書架之間，綠色植物能增添自然氣息，同時助於調節室內微氣候。2. 調光玻璃：圍合成會議室，藉其可改變霧狀或透明的素材特色，提升會議室使用彈性。3. 軟膜天花板，形成均勻的整體照明，宛如室內的空中燈籠，光線溫和怡人。  
1. Metal bookshelf: interlaced metal bars and plates form the shelf where planter boxes are inserted to provide energetic and eco-friendly ambience  
2. Switchable glass was used to encase a space for meetings when necessary  
3. Soft membrane ceiling offers even and comfortable lighting quality in the space

### 溝通重點 Communication Note

此案是經營中國書畫出版物與古籍圖書的書店。店面為 80 年代興建的鋼混仿古建筑，因應時代變遷，書店嘗試以書屋 + 咖啡的複合式經營吸引讀者參與，使愛書人在輕鬆悠閒的節奏裡享受書香與咖啡香。全案設計除了改變傳統書店粗重、刻板的形象，也利用通透、輕盈的鐵製書架整合功能、交通、設備、照明與植栽，令室內空間煥然一新，富有生機。  
This bookstore sells ancient books and books on Chinese calligraphy and painting. The building housing the store was built in the 1980's and fashioned according to contemporary post-modernism in the style of a counterfeit Ching dynasty style building. The current effort was to transform the building into a space for books and coffee. Using metal skeleton bookshelves enlivens the space and the deployment of greenery provides a vivid visual energy in the space.



In order to change the heavy and rigid images of traditional bookstores, new designs use transparent and lightsome iron bookshelves to integrate functions, transportation, equipment and illumination and put green plants in the stores to make their internal space more continuous and open as well as full of vitality. Based on the original pole net of the building, the inside turns out to be a ring-like space structure: the central district is island-style space surrounded by iron bookshelf walls. The central island on the first floor is used as cashier desk and coffee operating table; the second floor is the meeting room—a shiny box enclosed by switchable glass. The switchable glass can modify internal and external transparent state to make the meeting room more flexible for use. With soft membrane ceiling, the center island has a homogeneous integral illumination, which is just like indoor lanterns, and the coffee booths are interspersed around the center island. The iron bookshelves use 1cm\*1cm solid iron bars as vertical supports, and 1cm\*30cm iron plates as layer boards. They are completed by use of laser incision to cut incisions of stand columns in each layer, which are then welded from bottom to top. Plants between the iron bookshelves can make readers sense the nature, meanwhile they can effectively adjust indoor microclimate. LED light strips are installed at the bottom of the plant boxes, which can provide readers with indirect illumination. Sciophilous ferns are the primary choice of indoor plants and the high plant boxes are furnished with climbing shrubs. Herbs such as mint and pelargonium odoratissimum are placed in front of the windows and on the coffee tables. The coffee bookstore will become a new leisure place for people after shopping in the Azure Stone Workshop. Sitting peacefully therein, people are coexisting with the coffee, books and plants. The indoor space has been weakened into an environment background where people's experience and feelings are motivated. Text by Han Wen-Qiang



16. 二樓。腹地中央使用調光玻璃圍合出一座會議室。17. 二樓。會議室像似一座會發光的盒子，為室內暈染了燈籠般的柔和光色。18. 二樓。會議室因調光玻璃隔間，立面能調整成白霧狀或透明狀，在視景變化與開放性上更具彈性。19. 二樓。將暖氣設備融入書架之中。

16. The second floor: Switchable glass encases a meeting room 17. The second floor: meeting is illuminated like an indoor lantern 18. The second floor: Switchable glass like magic changes the surface of the glass 19. The second floor: heating radiator mingles with the bookshelves

