

# His Master's Voice

設計者」何宗憲設計有限公司 / 何宗憲

參與者」王啓成 陳顯成

攝影者」Dick Liu

空間性質」音樂展示空間

坐落位置」香港中環

面積」371 呎

主要材料」可麗耐、清玻璃、清境、灰鏡、磨砂玻璃、真空玻璃、夾紗玻璃、油漆、不鏽鋼、布料、戶外布料、皮革、木皮、實木、木竹吸音板、膠地板、塑膠、拉幕天花、乳白色燈片、膠板、地毯、牆紙、油性漆、吸音毯

完工日期」2014 年 8 月

Designer」Joey Ho Design Limited / Joey Ho

Participants」Joe Wong Vincent Chan

Photographer」Dick Liu

Category」Music store

Location」Central, Hong Kong

Size」1124m<sup>2</sup>

Materials」glass, mirror, sandy glass, vacuum glass, laminated glass, paint, stainless, fabric, leather, solid wood, sound proof wood plate, plastic panel, carpet, wall paper, paint in oil base, insulation fabric

Completion」August 2014

## Joey Ho



何宗憲設計有限公司 / 何宗憲

Joey Ho Design Limited Joey Ho

生於臺灣、在新加坡及香港長大，香港室內設計師何宗憲為「何宗憲設計有限公司」及「書得起」書店的創辦人。於香港大學修畢建築碩士，隨後 2002 年將其用之不歇的活力及熱情自行創立其室內設計公司。設計專案類型涵蓋廣泛，屢獲殊榮。衆多知名作品在海外及本地設計項目至今已獲 100 個獎項。基於對多元文化的深入瞭解，何宗憲的設計手法前衛創新、體現深邃前瞻的願景，而不失大方與實用。其獨特的品味及觸覺展示現代主義的特色，認為空間運用須發掘潛藏生活中的實用功能，並擅長用象徵性的視覺形式來表達敘事觀點，試圖為生活體驗打破既定的意象，為生活重新定義。

Joey Ho was born in Taiwan and grew up in Singapore and Hong Kong. He received his M.A. degree from Hong Kong University. He founded his design firm in 2002 and has since received numerous awards domestic and abroad.

Interested in multiple cultures and with a global ear, Joey loves to use advanced design solution such as creating direct links between art, architecture and interior space. His work delivers a strong abstract impression and cultural symbolism.

讓我們將時光回顧到往昔唱片業的黃金時期。1980 年代，隨身聽逐漸普及，當時許多年輕人以耳機創造個人的心靈小世界，彷彿宣示著「我聽故我在」的主張，音樂伴隨著他們青春善感的歲月，閒暇時往往流連在唱片行裡，聽著兩耳間迴盪的音樂，尋覓心靈知音，此情此景連結了許多人青春期的記憶。而今，數位科技時代，接觸音樂的管道更為多元，講究方便、即時與擴散式連結的操作形態，讓傳統的唱片行已經不再是傳播音樂的強勢管道，實體店舖與電子商務的激烈競爭，更加速實體唱片行的式微，現代的消費者在特定目的下才會踏入唱片行，在數位洪流之中，令人不禁思考，這是實體唱片行所面臨的危機或轉機？實體唱片行是否已經與當今的消費型態格格不入？以及它在現代扮演的角色。

若我們再進一步觀察，傳統唱片行雖然看似逐漸沒落，但大眾對於音樂的熱愛並未因數位時代而減弱，只是取得資訊的媒介與方式有所不同，致使傳統唱片行與消費者之間產生距離。源自英國的連鎖唱片行 His Master's Voice 決定用更積極的態度面對當代消費者的需求，透過品牌設計、平面設計與空間設計之整合，翻新品牌印象，為唱片行注入新的元素，重新定位其時代角色。何宗憲設計師負責本案的空間設計，他認為，現今大眾接觸音樂的管道豐富多元，唱片行的功能應有所調整，從以往的銷售仲介平台，轉變為分享音樂的樂園。規劃本案時，他將重心放在建構一座符合當代使用型態的聆賞殿堂，在這裡嘗試串連音樂、科技、文化，打造出吸引年輕人相聚的誘因，一座屬於愛樂人的世界。

過往，唱片行對於消費刺激的作法，大多是透過看板、海報、照片等具象畫面傳播，本案則一改傳統作法，透過閱讀的感染力喚起消費者的好奇或記憶，進而誘發內心共鳴。基地位於商業中心的三、四樓，主要聯外動線是三樓的電扶梯，這座梯區就像是轉換心境的管道，刻意使用暗色調鋪陳，天花板以 LED 秀出歌詞，用流動的燈字召喚愛樂人的目光，梯區左右牆面嵌入大小不一的圓形喇叭，讓消費者穿梭於樂聲之中，抵達店裡。室內圍繞著旋轉梯而設的座席，以透明壓克力作為背景，上面雷射雕刻著從流行音樂擷取的歌詞，這些文字就像插圖一般，安靜卻醒目的存在於空間中。設計師藉由歌詞與空間碰撞出火花，在不同媒介的動靜態展示下，文字不僅止於單純的裝飾功能，它也是一種符號或是聯想，當消費者閱讀簡短的文字，碰觸了腦海中的印象，它們就像蒙太奇一般串連，引導內心回味曾經有過的感動和情緒。

分享訊息是唱片行的主要功能之一，過往慣用的宣傳方式大多以海報、排行榜來爭取樂迷的注意力，本案則結合當代電子產品，讓年輕族群自然熟悉的操作，主導資訊接收與否。排行榜牆以 iPad 取代傳統的實體唱片，每部 iPad 收錄一張專輯，愛樂者可以一目瞭然銷售排行，也能夠自行插入耳機選播專輯內容。另一方面，聆賞音樂的情境也更為私密，以傳統的簡式電話亭為靈感，在店內設置多座試聽亭，愛樂人可以在半包覆的環境裡，安心而平靜的選播音樂。與音樂相關的產品亦挪用於局部設備的外觀上，譬如以黑膠唱盤為造型的咖啡桌桌面，燈具使用麥克風改造而成，連結兩個樓層的旋轉梯燈柱使用透明 CD 盒進行裝飾，這些元素都反映了商店的業別屬性，也是室內有趣的亮點。

1. 入口。刻意使用暗色調鋪陳，天花板以 LED 秀出歌詞，梯區左右牆面嵌入大小不一的圓形喇叭，將消費者包裹在強烈的環繞樂聲裡，進而抵達店內。
1. Entrance hall and escalator embraced by lyrics and speaker objects on two sides





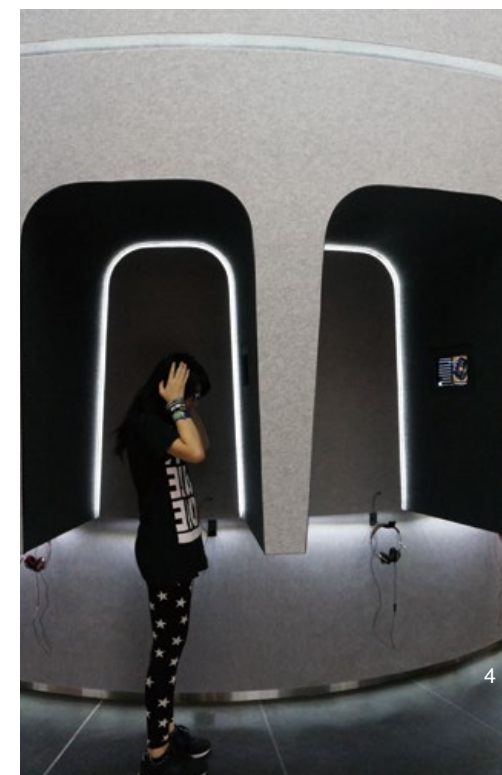
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2. 戶外舞台與休憩區。3. 刻意以深、淺的灰色調為主，淨化空間的視覺感受，讓樂迷的心思專注於與音樂情境中。4. 音樂聆賞亭。以傳統的簡式電話亭為靈感，愛樂人可以在半包覆的環境裡，安心而平靜的選擇音樂。5. 銷售排行榜告示。使用 iPad 展示專輯封面，每部 iPad 收錄一張專輯內容，消費者可以一目瞭然銷售排行，也能夠自行插入耳機聆選歌曲。

2. Outdoor stage and resting area 3. Color suppressed furnishings and interior provide a tranquil ambience for music lovers 4. Box space for a more secluded music listening experience 5. I-Pad system offers convenient and easy-to-be-used platform for young generation



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6. 影音產品展售區。7. 咖啡廳，座席圍繞著旋轉梯而設，是一處開放式的休憩空間。8. 咖啡廳座席以透明壓克力作為背景，雷射雕刻歌詞，安靜卻醒目的存在，觸動愛樂人對於歌曲的記憶。9. 音樂圖書館，展售音樂相關著作。10. 咖啡廳。以黑膠唱盤為造型的咖啡桌桌面，燈具使用麥克風改造而成。

6. Sales quarter 7. Coffee shop and its arena style seating arrangement 8. Transparent acrylic panels inscribed with music layers dominate the coffee shop interior 9. A library for music 10. Turntable shaped table and microphone-shaped lighting fixture



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### 建材分析 Material Analysis

1. 電扶梯使用暗色調鋪陳，天花板以 LED 秀出歌詞，梯區左右牆面嵌入圓形喇叭，將愛樂者包裹在樂聲與文字情境裡，作為踏入店裡的序曲。2. 將歌詞雷射雕刻於透明壓克力上，讓愛樂人在閱讀文字之中，觸動想像或記憶。3. 與音樂相關的產品運用於局部設備裡，譬如以黑膠唱盤為造型的咖啡桌桌面，燈具使用麥克風改造而成，連結兩個樓層的旋轉梯燈柱使用透明 CD 盒進行裝飾。4. 爵士樂與古典樂收藏館空間以紅磚作為背景，採用懷舊老物件進行裝置，樂迷可以在此尋寶，找尋心怡物件。5. 採用大量的隔音毯鋪設於地面、立面，利用材質的吸音效果避免音波相互干擾，使消費者的聆賞情緒不會因為環境雜音而中斷，可以盡情沉醉於音樂之中。

1. Lyrics displayed on top as well as round speakers framed along the staircase usher one to the Kingdom of the music 2. Music lyrics were inscribed on acrylic boards 3. Turntable shaped table, lighting fixtures shaped like a microphone, and a lighting post covered with empty CD cases 4. Brick covered fourth floor emits a sense of nostalgia 5. Sound proof material was used to shield off unwanted noise

### 溝通重點 Communication Note

1. 以分享音樂作為設計目的，藉由空間串連音樂、文化、科技，打造出一座吸引年輕人相聚的音樂殿堂，一座屬於愛樂人的世界，突顯出唱片行的當代價值。2. 透過文字閱讀的感染力喚起消費者的好奇或記憶，產生內心共鳴。3. 讓愛樂者更輕鬆游移於全館中，不強迫訊息接收，而是尊重其主導性，可以選擇主動聆賞、閱讀，思量是否接受或拒絕產品訊息。4. 將現代電子設備融入空間中，更貼近年輕人的使用習慣與喜好，輕鬆聆賞樂曲。5. 讓聆賞音樂的情境也更加私密，設置半開放式試聽亭，愛樂人可以在半包覆的環境裡，安心而平靜的享受音樂。6. 區隔出各類別專區讓愛樂人獲得歸屬感，促進與同好相遇、交流之可能。

1. The shop is place for multiple purposes – a space linking musical culture, technology and spaces for music lovers to gather 2. Lyrics inscriptions invite memory 3. People can enjoy music in a secluded way or public way 4. New electronic gadgets are deployed extensively 5. Box spaces offer more private experiences for music listening 6. A small zone for social gathering



聆聽音樂是非常私人的感受，若真心喜愛一首歌曲，當下的聆賞情緒肯定不希望被外界打斷，因此本案刻意以深、淺色的灰色調為主，採用低斂的色彩淨化視覺感受，讓消費者的心思專注於音樂情境中。同時，全案採用大量的隔音毯鋪設於地面、立面，材質的吸音效果能夠避免音波相互干擾，消費者無論置身於試聽亭或是在咖啡座休憩聽音樂，聆賞情緒都不會因為環境雜音而中斷，大可盡情沉醉於樂曲之中。

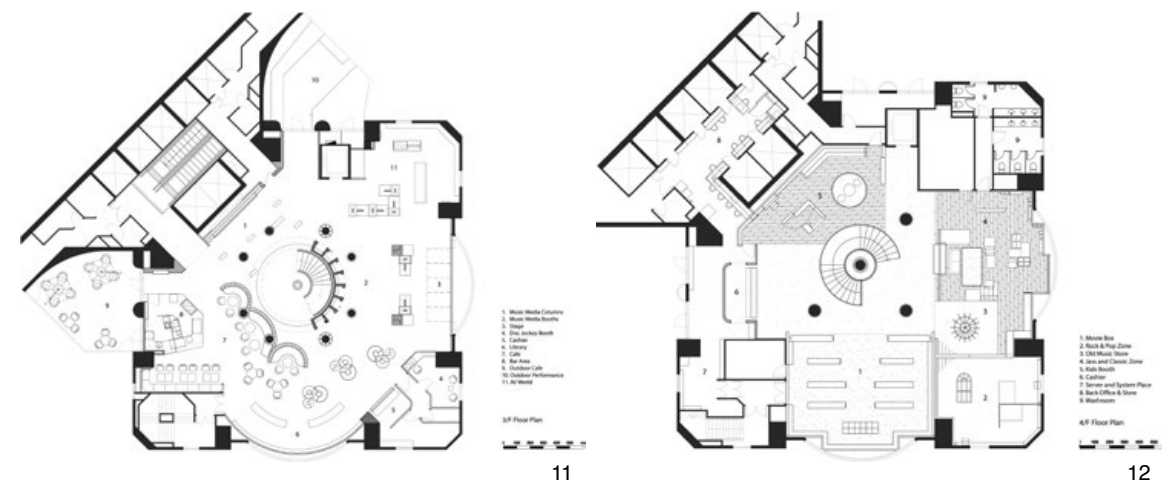
全案亦區隔出各類別專區促進同好相遇，譬如，規劃電影、音樂書籍等專區，或是各別在室內、外設置舞台，提供舉辦小型發表會的場地，無論是抱有特定目的的音樂收藏者或是愛熱鬧的流行追星族，都能夠在此找到歸屬感以及參與樂趣。在數位科技大行其道的當代時空，大眾習慣將物品資訊化，以便於隨身攜有或是節省空間，考量實體唱片的購買行為已經不再是單純滿足聆聽需求，它也承載著收藏意義，設計師以店中店的手法滿足特定樂迷，位於四樓的爵士樂及古典樂收藏館流露濃重的復古味與手工氣息，空間裡以紅磚作為背景，採用懷舊老物件進行裝飾，展示架收納豐富的唱片，樂迷們能在此翻閱一張張唱片，將自身對於音樂的熱情轉化成專輯收藏，在此尋得市面上少見的物件。

本案的意義在於重塑唱片行在數位時代的新形象，積極採取策略面對樂迷消費習性改變的事實，回應現今年輕族群的使用喜好。全案設計從愛好音樂作為起點，透過空間規劃讓唱片行成為一種私密與分享並存的園地，可以發現，銷售並非是這家店設置的唯一重點，而是將思考重心放在如何讓音樂以多樣化的形態連結消費者，採取更體貼與尊重的方式，讓消費者在這裡自由的享受音樂，主導資訊接收與否，舒適的流連其中。全案因科技設備的融入，提升了資訊的豐富度，但整體空間感受卻更加純粹乾淨，讓消費者在輕鬆的情緒下被音樂打動，並且更加貼近時下年輕人接觸資訊的方式，這些思考都使得這座唱片行有了時代新貌，也產生許多值得玩味的新可能。採訪：劉蕙蘋



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11. 三樓平面圖。12. 四樓平面圖。13. 連結兩個樓層的旋轉梯，以巨型燈柱作為軸心，在一片沉穩的色調之中，燈柱本身即是鮮明亮點。14. 連結兩個樓層的旋轉梯燈柱使用透明 CD 盒進行裝飾，在燈光映襯中更顯華麗。15. 電影專區。簡練的陳設規劃，牆面放映影片，營造走進電影院般的感受。  
11. The third floor plan 12. The fourth floor plan 13. Lighting post and its CD case covered skin 14. A spiral staircase and its supporting post covered by empty CD cases 15. A space for film media to be displayed



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Music media evolved from the LP, the CD and now different digital media marks the big generation gap for people in the last thirty years. The easy access and mass proliferation of current digital types have made obsolete traditional record stores. Will the physical music house become extinct? Or is there some way they can survive?

Even consumption behavior has been changed significantly, yet people is still fully attach to the music. This prompts a new music store model that is experimented by His Master's Voice, originated and made big success in England. The Hong Kong shop, designed by Joey Ho, intends to bring new passion to the music lovers; the store tries to strike the hearts of the every music lovers. The store is tailored as a nexus of musical social hub; people come here to experience fun of the music and a place to get acquainted to people and interest of the music.

The record store of previous generations used huge pictures and signboards to deliver the message of music, while His Master's Voice uses technology to constantly refresh customers' interest in everything fun and new. An elevator positioned in a central site is like a ritual mechanism that ushers one to the sacred ground presided over by music. LED panels display flashing pop music lyrics and runs like a river stream. Round speakers like large statues guard the entrance of the kingdom and provide the direction of the gateway to music world. The main hall is dominated by an arena space. Behind the seats are transparent acrylic clad panels inscribed with musical lyrics taken from the most famous songs in history. The lyrics inspire memories and retrieve moments and events that link to the songs and the singers.

Musical sharing is another main concept of the store; many I-Pads have been installed and each offers a single or a full record of music. People can insert his/her earphone and enjoy music in a very personal way. This similar personal musical experience can also be executed in more secluded ways – many personal box spaces allow full enjoyment of music in an undisturbed and tranquil space. In order to stimulate visual interest in music there appear many interesting fun elements such as a coffee table shaped like a turntable, microphone-shaped lighting fixtures, and a spiral light post covered with CD cases. While even this space is for music enjoyment and sharing, enjoying music is quite a personal experience therefore Joey chose the least colorful and fancy materials. Also the materials were selected for their good sound insulation or sound absorption.

The store has space for exchange of idea. A zone divided from the main hall is easily used to host seminar lectures, product debut, or other similar social gatherings. Music fans may find friends and share their fun experience with those friends. While the third floor is designated for general and public music, the fourth is a space for people who enjoy specific interests in jazz, classical music or uncategorized music. Furnished like a museum in a nostalgic fashion, the space provides true physical contact with antique LPs and rare CDs; the space generates the true passion of collection.

Music stores in this new era must find their own identity and adapt to an active attitude and face competition. His Master's Voice is a store not just for selling music but rather it gives music consumers a new way to experience music. The physical space is a fun medium that provides information and offers social link to music lovers. Even though new technology still remains an important part of the space, the value of the music is the true message in this store.

16. 以店中店的方式設置爵士樂與古典樂收藏館。17. 爵士樂與古典樂收藏館採用紅磚作為背景，展示架陳列豐富的唱片，樂迷可以在空間中盡情尋寶。18. 爵士樂與古典樂收藏館，使用懷舊的老物件進行裝置，天花板倒掛著鋼琴，是空間焦點之一。

16. Jazz and classical music collection zone 17. A view towards the jazz and classical music collection zone 18. A grand piano hangs on top of the fourth floor in an upside down position



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