

# Changsha Insun International Cinema

## 長沙銀興萬影匯國際影城

設計者」壹正企劃 / 羅靈傑 龍慧祺

攝影者」雷壇壇

空間性質」電影院

坐落位置」中國

主要材料」吸音板、機織印花地毯、手織地毯、窗簾、窗紗、繡布、金屬噴粉

面積」1,809 坪

項目年份」2018 年

Designer」 One Plus Partnership Limited / Ajax Law & Virginia Lung

Photographer」 Jonathan Leijonhufvud Architectural Photography

Category」 Cinema

Location」 China

Materials」 noise barrier, machine-woven carpet, hand-made carpet, curtain, Lace curtains, fabric wall, powder coating

Size」 5,980m<sup>2</sup>

Project year」 2018



將「擴音器」的造型拆解，並融於各個設計之中，  
使每個空間皆融貫於相同主題之下，卻又展現相異風格與細節。

20世紀初，義大利詩人和電影先驅李喬托·卡努多（Ricciotto Canudo），於其著作中提出電影為「第七藝術」的理論，他主張，電影涵括了前六者：建築、音樂、繪畫、雕塑、詩和舞蹈之不同形式內容，為綜合表現的一種藝術。而百年後，電影是否能反過來影響其他六大藝術的呈現？以主題性強烈且風格獨特的電影院作品聞名，壹正企劃於此作中再度發揮所長，選擇舊時電影拍攝現場導演手上拿著「擴音器」為主題，將其造型拆分後，通過設計以不同方式處理並呈現於影院的大廳、影廳、走道、洗手間等各個空間之中。除了以建築手法呈現外，在細節上亦同樣用心，座椅、燈具、牆身造型等皆有異曲同工之妙，使主題「擴音器」融貫於整體空間之中。

#### 以形體結構呈現主題

走進影院大廳，單一的灰白主體色調更突顯了曲面量體的存在感，空間中無過多額外裝飾，設計師希望人們能夠專注於形體結構的有機之美，仿造喇叭口的造型連接各個角落，為空間注入動感與生氣，而這些量體不僅裝飾功能，柱體自天花延伸至地面並於底部展開，亦提供了舒適寬大的公共座位提供休憩。

除了縱向造型，平面上也以櫃台的曲面螢幕及對向曲牆形塑喇叭狀的動線。地面則特意畫出橙色線條以加深空間感受，強調曲面造型的縱向延伸感，增強其視覺效果。燈光設計則以不干擾簡約造型為優先，主要照明隱藏於天花之中，並於柱體增加向上光源打亮結構。此外，大廳中的單人休息座椅亦為設計師所創作，選用醒目的橙色跳脫出灰白空間，設計靈感來自長沙著名的觀光景點橘子洲，設計師以色彩增添空間亮點，同時圓錐造型又能夠與整體相互融合，加強設計主題給予使用者的印象。

1. 大廳與走道灰白純色空間突顯造型結構之美。  
1. The gray and white color main hall exhibits a clarity of structural framework.

## Ajax Law, Virginia Lung



壹正企劃 / 羅靈傑 龍慧祺  
2004年由羅靈傑和龍慧祺共同成立。16年裡，壹正企劃共獲得660個國際室內設計獎項：德國iF設計獎19項大獎，包括3項金獎；30項美國IIDA獎項，包括全場總冠軍及10項設計類別中最佳設計的總體優勝者。其他重要獎項：18項德國紅點設計獎，2018年最傑出優勝獎；19項英國FX International Design Awards；18項World Interiors News Awards；7項INSIDE Festival of Interiors Awards；7項美國Contract Magazine—Annual Interiors Awards；29項Interior Design Magazine—Best of Year Awards；32項義大利A'Design Award；21項日本JCD Design Award，25項Good Design Award。5個影院項目被提名為2018年Frame Awards年度娛樂場所，其中兩個專案獲得評判特選獎和公眾票選最佳優勝獎。2012年，壹正企劃成為Andrew Martin年度國際室內設計師獎的唯一獲獎者，是首位獲此殊榮的亞洲設計公司，壹正企劃已連續15年入圍該獎項決賽。

One Plus Partnership Limited /  
Ajax Law & Virginia Lung  
One Plus Partnership Limited was founded in 2004 by Ajax Law & Virginia Lung. Over the past 16 years, the firm has won at least 660 international awards, including 19 grand awards and 3 golden awards in the iF Awards; 30 in the IIDA with 10 exceptional awards. Other important awards include 19 in the FX International Design Awards, 18 in World Interiors News Awards, 7 in INSIDE Festival Interiors Awards, 7 in Contract Magazine Annual Interiors Awards, 29 in Interior Design Magazine – Best of Year Awards, 32 in A'Design Awards, 21 in JCD Design Award and 25 in the Good Design Awards. In 2018, their 5 cinema space design was nominated as the year's best entertainment space. In 2012, One Plus Partnership Limited was the first Asian firm to win the prestigious Andrew Martin International Interior Design Award.



2. 地坪以橙色線條強調曲面造型的縱向延伸感。3. 主要光源隱藏於天花板之中，並以向上光源打亮造型。4. 櫃台曲面螢幕與對向曲牆於平面上形塑喇叭狀動線。

### 主題融貫於空間之中

本案作為大型影院，共有 15 個影廳空間，包含提供高品質視聽享受的 Atmos 全景聲廳、LUXE 巨幕廳、D-BOX 4D 廳等，更特別的是以功能、客群區分的主題影廳，如雙人座情侶廳、設有按摩座椅的按摩廳、適合親子共同觀影的兒童影廳等，使「去電影院」除了單純觀賞電影外，增添更多不同樂趣。影廳內部亦沿用「擴音器」主題，牆身造型如同被縱向拉長的喇叭口，一片片在影廳的牆面上橫向排列開來，設計師採用吸音材質來製作和安裝牆面造型，增加影廳內吸音面積，使造型與機能相輔相成。

特別為孩童所設計，兒童影廳和休息區則藉由顏色與造型呈現出另外一種風格。設計師考慮到孩童好奇也好動的特質，特別分隔獨立出一個小型休息區域，使家長與孩子可以在其中休息、玩耍，空間形狀更滿足了孩子對未知探索的欲望。而





2



3



4

2. Orange lines extend to direct a linear path while contrasting with the curving partition walls. 3. Indirect lighting illuminates the ceiling formation. 4. Receptive curved screen dialogues with another curved wall in the opposite direction.

當電影開始，走進兒童廳的那一刻，則如同踏入另一個奇妙的國度，牆面選擇搶眼的橘紅色系，座椅則以明黃、橘色為主，設計師所設計的特色燈具自天花板與牆面中延伸出來，結合擴音器造型與照明功能，特別放大尺寸形塑超現實感，在相同主題下展呈出完全不同的氛圍。即便是大眾容易忽略的洗手間，設計師亦通過特殊的細節設計維持主題的連貫性，從天花延伸下來的橙色造型和落地的洗手台皆為喇叭口造型，且上下相對，互相呼應。

設計師希望透過精心的安排，使觀眾自走進影院的那刻起，便能感受到全案鮮明的主題，從整體空間造型、氛圍到每個細節部分的呈現，體現出設計師的別出心裁，營造令每一個觀眾沉浸其中的體驗空間，為電影院提供螢幕之外的視覺衝擊。

撰文 | 林慧慈



5

5. 空間無過多裝飾，以曲線結構作為主軸。6. 兒童影廳以顏色與造型呈現出超現實的風格。

5. A curved interior body dominates the whole impression of the space. 6. Kid's hall displays a surreal mode in various colors and spatial layouts.

For decades, film directors have used megaphones to communicate with their cast and crew on sets where it was hard to hear. The acoustic megaphone became an iconic clichéd symbol of a movie director. The designers were inspired by these cone-shaped acoustic horn and have thus developed various functional objects that are placed within the interior to echo with the 'megaphone' theme.

The designers would like the guests to concentrate on the organic forms of the space. That's why not many decorative items are needed - which is a simplistic approach and the designers can shift the budget to create these unique interior forms. The whole space is dominated by mainly greyish colour. Sculptural organic forms are extending from the ceiling towards different parts of the space, as if they have lives of their own. Some rectangular columns are curved around the corners to create comfortable seatings in all directions. The floor and some walls are covered in rectangular tiles. Luminaires are concealed within the construction to provide enough light yet not to interrupt with the minimalistic design space.

Other than the grayish colour, a very eye-catching orange colour is chosen by the designers to decorate the space. The designers got the inspiration from the Orange Isle - an isle in Xiang River in Changsha. During Mao Zedong's early years, he lived in Changsha. He and his friends would swim in the Xiang River. It is also a national AAAAAA (5A) level tourist attraction and a national key scenic spot. When guests enter the arrival hall, they would immediately be drawn to the striking orange cone-shaped seatings with darker tones of comfortable cushions. These does not only serve as a functional purpose, but also give the space focal points. The gaps between the rectangular tiles are also painted in the same tone of orange.







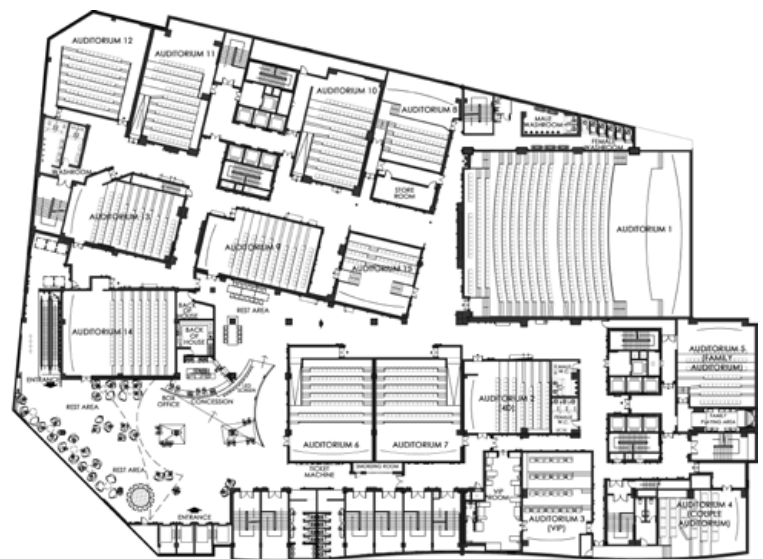


7

Walking into the auditorium, you will find that the features on the wall looks like an elongated shape of the mouth of megaphones. The designers use sound-absorbing materials to arrange them horizontally on the wall. These have increased the sound absorption areas in the cinema, and at the same time, the design theme is once again being perfectly echoed. What is special about this cinema is the colourful auditorium catered for children. The cylindrical 'megaphone' act as both interesting features and practical lightings. The seats are covered in various shades of orange and yellow. All elements were selected to imbue a sense of friendliness and intimacy, to provide a joyous viewing experience for the kids. Even if you walk into the washroom, you will be pleasantly surprised to find that the ceiling and wash basins are also in the shape of a megaphone. The orange features that extend from the ceiling and the wash basin are interesting resemblance of each other. The design of washroom is usually being ignored, but the designers maintain the coherence of different spaces of this project through original design.



8



9



10

7. 兒童休息區如同一個狹長的喇叭形管道，孩子可於其中探索。8. 洗手間內部亦使用喇叭形狀，以符合空間主軸。9. 平面圖。10. 影廳牆身造型如同被縱向拉長的喇叭口。

7. Kid's hall displays a surreal mode in various colors and spatial layouts. 8. Lavatory interior exhibits a speaker shaped furnishing motif. 9. Plan. 10. Partition wall is shaped like a distorted speaker.

### 建材分析 Material Analysis

1. 以「擴音器」為主題，空間中大量使用喇叭口與曲面造型，色調則以灰色系為主，橘色點綴空間亮點。2. 影廳內部牆身造型使用吸音材質，增加吸音面積。3. 一般影廳地坪使用機織印花地毯，減少一般地板產生的回音。兒童廳及休息區則使用手織地毯，更親近孩童需求。

1. "Speaker" was used as the image to shape the interior layout. Gray color forms the basic tonality and orange is for the decorative motif. 2. Sound absorption materials cover all the surfaces inside the cinema hall. 3. Floor covering carpet in the waiting lounge and kid's lounge.

### 溝通重點 Communication Note

1. 本案為大型影院，共有 15 個影廳空間，並區分為 7 種不同功能類型，設計除了滿足觀影機能外，亦展呈出不同主題及氛圍。2. 為使主題「擴音器」融貫空間各處，於細節造型亦採喇叭口設計，如洗手間、休息區座位等。3. 動線盡量簡化，並搭配明確指引，方便觀眾快速抵達目的地。

1. This cinema hall contains 15 theaters in 7 different sizes and for different types of performances. The design effort focused on delivering various interior styles to match the specific performance requirements of the halls. 2. "Speaker" is an identifiable image in the cinema. Many spaces like the lavatory and resting lounge shapes were designed according a typical speaker shape. 3. A precise orientation system allows easy and convenient access to the different halls.